26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JANUARY 28, 1957 35¢ PER COPY

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21.8% Auto Dominance

Market figures prove families living in WXEX-TV Grade B area spend 21.8% more on autos* than families in Grade B area of any other RICHMOND market TV station

Amount Spent on Autos by Grade B Area Families

WXEX-TV	$170,145,000
Station B	$139,070,000
Station C	$139,691,000

*Automobiles, tires, batteries, accessories
Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

THE WHEELING MARKET IS ONE OF THE FASTEST GROWING MARKETS IN AMERICA!

The word is getting around! Fortune Magazine calls it

"The boom that runs a thousand miles." And also observes, "With secondary industry yet to come . . . the Ohio boom is still in its infancy."

The Magazine of Wall Street states:

"In this Valley of the Ohio history is being written. In a decade modern pioneers confidently invested hundreds of millions in new plants and still more are planned."

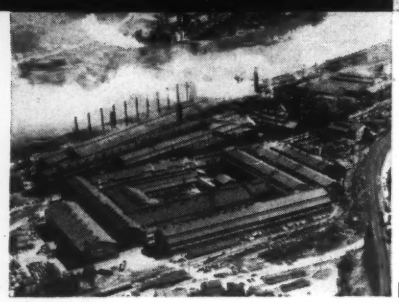
WTRF-TV, Wheeling, W. Va., is the Number One advertising medium in this rich industrial heartland.

In any advertising campaign aimed at America's TOP markets, remember the booming Upper Ohio Valley, and its dominant, powerful advertising voice, WTRF-TV, Wheeling!

ADD $300,000,000.00!

Olin-Mathieson Chemical and Revere Copper and Brass form Olin - Revere Metals Corporation . . . will locate 23 miles south of Wheeling . . . $231,000,000.00 company will produce 180,000 tons of primary aluminum a year . . . additional 225,000 kilowatt electrical generating unit to be constructed to serve the aluminum plant.

For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777



NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!

KRON is TV in SF

San Franciscans are sold on KRON-TV

BUGS BUNNY PRESENTS
Mon.-Fri. 5:45-6:20
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

KRLD-TV LEADS IN ALL.. 3

RATINGS FROM THE LATEST PUBLISHED DALLAS AND FORT WORTH TELEPULSE REPORTS

1

KRLD-TV Channel 4

PRESENTS 14 OUT OF THE TOP 15 ONCE-A-WEEK SHOWS IN THE DALLAS METROPOLITAN AREA.

Dallas is served by four television stations, but most television homes in this booming metropolitan area are tuned more of the time to KRLD-TV, Channel 4. Alert local programming, plus stellar CBS presentations frequently build for Channel 4 more audience than the next two stations combined, and at times more than all three put together.

For news, adventure, mystery, variety, comedy and all the other fascinations of television, Dallas viewers know they can tune to KRLD-TV and get the very best. Consistently, all or nearly all of the top fifteen weekly television programs are presented over the facilities of KRLD-TV, Channel 4.

2

KRLD-TV Channel 4

DOMINATES THE COMBINED TELEVISION AUDIENCES OF THE DALLAS AND FORT WORTH METROPOLITAN AREAS

The combined Dallas and Fort Worth audience of KRLD-TV is greater than any other station's during 45 of the 72 quarter-hour periods from 6 a.m. to midnight weekdays.

KRLD-TV dominates 30 out of the 68 Saturday quarter hours in this four-station market, and 42 of the 68 Sunday quarter hours of telecasting.

On Sunday evenings, when the largest TV audience of the week gathers before Dallas-Fort Worth sets, more people watch Channel 4 than any other station 90% of the time . . . often more than all three other stations put together.

3

KRLD-TV Channel 4

COVERS MORE AREA THAN ANY OTHER TV STATION IN TEXAS

The lower the channel, the greater the power and the higher the tower, the farther a station can project television satisfactorily. Channel 4 is the lowest in Dallas or Fort Worth, and this far-reaching signal is beamed at the maximum power allowed by the Federal Communications Commission from atop the second tallest man-made structure in the world . . . 1,685 feet above average terrain.

KRLD-TV goes clearly into nearly 600,000 television homes in Texas and Southern Oklahoma, reaches more than one-fourth of all the people in Texas . . . one-third of all Texas Television sets.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

KRLD-TV

CBS

Owners and operators of KRLD, 50,000 Watts, The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board
CLYDE W. REMBERT
President

closed circuit

UHF RECORD • What may be record price for uhf station in combination with am, involved in agreement reached last week for sale of WKJG-AM-TV Fort Wayne to group headed by John F. Dille Jr., president and major stockholder of WSJV (TV) and WTRC-AM-FM Elkhart-South Bend, for gross figure of nearly $2 million (price after net quick, between $1.6 and $1.7 million). Licensee of Fort Wayne properties is Northeastern Indiana Broadcasting Co., in which Edward G. and Walter L. Thoms hold substantial interest. Ch. 33 WKJG-TV is NBC affiliated and WKJG-AM, on 1380 kc with 5 kw day and night, is NBC-MBS.

B•T

PURCHASING group includes Mr. Dille, also president of Truth Publishing Co., 60%; Walter R. Beardsley, president of Miles Laboratories Inc. (who also holds interest in Elkhart properties), 25%, and Geoffrey Wade, head of Chicago advertising agency of same name, 15%. Howard Frazier, Washington broker-consultant, handled transaction, with application to be filed with FCC during next fortnight. New owners would retain present personnel of Fort Wayne properties under General Manager Edward G. Thoms.

B•T

LION'S SHARE TO TV • Flav-R-Straw Inc., Mt. Vernon, N. Y., understood to be investing about $3 million in advertising this year to promote its candy-flavored straws, with bulk of expenditures destined for tv programs appealing to children. Company, through Ruthrauff & Ryan, N. Y., reportedly lining up programs in about 190 markets, using "Popeye" and "Bugs Bunny" cartoons and other children's programming.

B•T

NEW ch. 9 WSOC-TV Charlotte hopes to hit air by May 1, according to Larry Walker, executive vice president. FCC announced its grant Dec. 13 and station is slated for NBC affiliation.

B•T

HOME AGAIN • One of first steps in ABC-TV's new organizational "building" program (see story page 27) will see probable return to ABC of Gene Accas, TvB operations director, who formerly headed publicity, advertising and promotion, later research and sales development, at ABC. He's slated to join old TvB boss, Oliver Treyz, now vice president in charge of ABC-TV, as a trouble shooter who'll handle special projects in addition to such areas as research and promotion. But it won't be done until Norman E. (Pete) Cash, who succeeded Mr. Treyz as TvB president, has established successorship and completed TvB executive realignment to his own (and TvB board's) satisfaction.

SILENT on use of Ampex tape recording equipment for West Coast repeats of NBC-TV daily network programs, NBC-TV executives are just as silent on reasons why network has not heralded this new development with usual fanfare. Reason is not hard to find when one remembers that pictures-on-tape were requested of RCA scientists by company's board chairman, David Sarnoff, and were first shown by RCA in laboratory stage three years ago, but Ampex was first to come up with a commercially practical system providing day-in, day-out service.

B•T

MACHINES HELP • Automation is given much of credit for uninterrupted operation of Bay Area Independent Broadcasters Assn. stations (KSFO and KYA San Francisco, KROW Oakland) during month-long strike of announcers in which stations' engineering crews refused to cross AFTRA picket lines, leaving stations without technical employes. "Automatic transmitters were life savers for all stations," spokesman told B•T, noting that with this equipment all-night operation maintained successfully by KYA and KSFO would have been virtually impossible. "Unions themselves, through strikes and threats of strikes which might interfere with normal operating schedules, are forcing station operators into automation," source declared.

B•T

IT'S SURE guess that NARTB will be less naive next time it files lobbying report with Congress. President Harold E. Fellows was branded as highest-salaried lobbyist in Washington because his full pay appeared in NARTB's report to Congress whereas other organizations pro-rate portion of executives' time devoted to legislative activity. There's basis for belief NARTB head shouldn't even appear in lobbying report since his legislative activity consists of formal appearances at committee hearings.

B•T

END IN SIGHT • Storer's buy of ch. 9 WMUR-TV Manchester, N. H., and its move nearer to Boston come to climax next week. Washington Airspace Panel has promised, it's understood, to take up antenna clearance problems on Feb. 5, and FCC, so report goes, has promised to consider sales and transmitter move on Feb. 6. Although Storer sale of its Atlanta stations (WAGA-AM-TV) to Washington Post Co. for $6.5 million has Feb. 1 deadline, Post has agreed to extend cutoff date to Feb. 15. Storer selling Atlanta outlets to remain within limits of FCC rules on multiple ownership. Storer deadline for $850,000 WMUR-TV purchase runs to April 7.

B•T

SOL SCHILDHAUSE, FCC attorney who resigned month ago to become general manager of KOMA Oklahoma City, will purchase 15% interest in station from group which recently acquired it from John T. Griffin interests for $290,000.

B•T

NO DELAY • FCC Comr. John C. Doerfer has made up his mind to push ahead on his proposal to have the FCC announce all adversary and other comparative hearing decisions immediately after vote-taking, with written opinion to follow. Mr. Doerfer became more adamant than ever, he tells friends, after widespread leaks two weeks ago on FCC votes in hotly contested tv cases (St. Louis, Boston, Miami, Indianapolis) and bellwether deintermixture cases (Peoria, Springfield, Ill.; New Orleans, Hartford, Conn.) [B•T, Jan. 21].

B•T

LEGAL problems involved in idea of having FCC issue immediate notice of decisions without awaiting final written opinions involve Administrative Procedures Act. APA says decisions shall be released with findings of fact and conclusions of law. Various time elements (appeals, petitions for reconsideration, etc.) run from that date. Many lawyers feel FCC cannot issue decisions without written opinions. Others feel announcement of vote could be specified as tentative with commissioners permitted to change when final decision papers are up for official tally. Immediate announcement of decisions believed to have precedent in practice at Civil Aeronautics Board. There CAB information officer sits in on executive sessions. As soon as vote is taken, he issues short news release announcing action. Final decision comes out later.

B•T

ON ICE • CBS-TV feels it may have real "sleeper" in Saturday afternoon National Hockey League series, judging by favorable station-audience reaction thus far. Aside from sport's basic appeal, network representative acknowledges, televised hockey may be means of taking play away from NCAA football part of next fall. CBS-TV known to be considering extended schedule during 1957-58 season. Telecasts have been extended to 109 stations as co-op feature.

B•T

ASSN. of Maximum Service Telecasters, formed to represent interests of full power tv stations, both vhf and uhf, may retain Washington economist to undertake analysis of excise tax situation stemming from 10% levy on tv receivers, as against estimated return if excise were eliminated from all-band receivers but retained on vhf only. Presentation would be made to appropriate Congressional committees in effort to help uhf stations and at same time prove to government that it would gain rather than lose on tax income, through increased all-channel set sales [B•T, Jan. 7].

"This is old stuff, Cathy. The new Trendex has WDGY in first place!"

The new Trendex*—just out—shows WDGY first in audience: Morning (27.5%) afternoon (27.7%) . . . and all-day (27.6%)! Hooper, Pulse, Nielsen . . . and a host of Twin Cities advertisers agree that WDGY has the big audience for those big results.

There's a new listen in the Twin Cities—and Storz Station programming is *responsible*. Make sure you buy Minneapolis-St. Paul with the *new* data . . . which your nearest Blair man, or General Manager Steve Labunski will cheerfully supply.

*Trendex, 7 a.m.-6 p.m., Monday-Saturday, January, 1957

WDGY

50,000 watts and a nearly perfect-circle daytime signal

MINNEAPOLIS-ST. PAUL

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ, *President*

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co. | *Represented by Adam Young Inc.*

at deadline

Inter-Media Feuding Wasteful, Jones Tells Michigan Press Assn.

GUERILLA WARFARE in the communications field is "wasteful" and "completely unjustified," Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., and New York, told the 89th annual convention of Michigan Press Assn. at Michigan State U. Friday.

"Television and radio," Mr. Jones said, "should be given credit for stimulating and expanding the newspaper business to its present record heights. [They] have added to the intellectual depth of the mass audience and whetted its appetite for the more detailed coverage of which newspapers are capable."

Newspapers, television and radio are "on the threshold of the golden era of communication," he continued, declaring they complement and enhance each other.

Representatives of newspapers and other media should be more constructive in their sales promotions—they would be less wasteful if "they dealt with positive factors," Mr. Jones asserted, adding "I would rather have an honest detailed picture of the status and prospects of local radio in, say Battle Creek, Mich., than a long, negative and confusing diatribe against newspapers or television or billboards."

Hamm Due for 55-Market Buy On Ziv's 'Harbor Patrol' Series

ZIV Television Programs reportedly has completed negotiations with Theo. Hamm Brewing Co., St. Paul, under which Hamm will sponsor new *Harbor Patrol* series in 55 markets for one year, starting next fall. Sale's gross billings expected to reach about $1.5 million, representing largest advance sale in Ziv Tv's history. Contract completed on basis of pliot film, with production expected to be launched shortly. Agency for Hamm is Campbell-Mithun, Minneapolis.

WILK-TV Asks 5 Megawatts

WILK-TV Wilkes-Barre, Pa. (ch. 34) Friday asked FCC to authorize it to operate with 5 million watts. Uhf outlet plans to spend $480,000 to install new GE 60 kw transmitter to be used in conjunction with 10-bay, 50 gain helical antenna. Transmitter uses klystron tubes for power, and plan is to use separate antennas for visual and aural transmissions. WILK-TV has been operating with 1 megawatt for about a year and during recent months has experimentally raised output to 1.5 megawatt. Other uhf stations using what was up to last summer maximum 1 megawatt uhf power are WBRE-TV also Wilkes-Barre; KPTV (TV) Portland, Ore., and WJMR-TV New Orleans, La.

Chicago Agency Merger Brewing

PATTERN of agency mergers-absorptions in recent months continues with announcement, expected momentarily, that two Chicago agencies—Walker B. Sheriff Inc. and Roche, Williams & Cleary Inc.—will combine operations. Billings of each agency in sub-$5 million range. Transaction involves well-known advertising personalities along Michigan Ave. and LaSalle St., although details of new alignment not known.

COMMUTERS' SPECIAL

"TRAIN WATCHERS" are being mobilized by morning man Bill Cullen of WRCA New York. Commuter who is held up 15 minutes or more by "a serious disruption or delay in train or transit service" will dial Mr. Cullen's number and m. c. will make announcement on air for benefit of other commuters. Trainwatcher is reimbursed for cost of call and receives "combination coin-holder and membership card."

Networks' November Up 13.7%, 11 Months' Billings Up 20.7%

GROSS BILLING for all three tv networks totaled $44,163,884 last November, or 13.7% more than that month in previous year, and $443,457,459 for 11 months ending in November, or gain of 20.7% above the same period in 1955, according to Publishers Information Bureau.

In November, CBS-TV chalked up gain of 17.8%; NBC-TV, 14.1%, and ABC-TV, 1.9%; 11-months increases: CBS-TV, 18.1%; NBC-TV, 15.6%, and ABC-TV, 55.3%. Table follows:

	Nov. '56	Nov. '55	% Change
ABC-TV	$ 6,619,109	$ 6,496,236	+ 1.9
CBS-TV	19,866,463	16,866,314	+17.8
DuMont	—	—	—
NBC-TV	17,678,312	15,489,270	+14.1
Total	$44,163,884	$38,851,829	+13.7
	Jan.-Nov. 1956	Jan.-Nov. 1955	% Change
ABC-TV	$ 70,026,679	$ 45,091,856	+55.3
CBS-TV	203,124,982	171,931,960	+18.1
DuMont	—	3,102,708	—
NBC-TV	170,305,798	147,373,918	+15.6
Total	$443,457,459	$367,500,442	+20.7

Probe Fund Request Cut

SENATE Commerce Committee has reduced its request for overall investigation funds from $250,000 originally asked in S Res 26 to $225,000. Group turned back $25,000 of the $250,000 given it for 1956 and felt it wouldn't exceed same amount in 1957. Request was reported to Senate floor Friday and goes before Senate Rules Committee for clearance today (Mon.).

Page Gets Signal Corps Contract

PAGE Communications Engineers Inc. has been awarded $15 million Signal Corps prime contract for major communications project in Western Pacific. It has subcontracted equipment manufacture to RCA, amounting to about $5 million. Page Communications is headed by E. C. Page, who also heads Washington consulting engineering firm of Page, Creutz, Steel & Waldschmidt.

They're Color-Conscious at JWT

J. WALTER THOMPSON Co., will demonstrate its new color equipment today (Mon.) at New York office. Officials said they believe "breakthrough on color television is on the horizon" and are preparing to take full advantage of it in advertising for our clients. JWT color demonstration comes one week after McCann-Erickson's unveiling of new tv-radio facilities in new home office (see story page 35).

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS AGENCIES, page 29.

AUTO ACTION • Lincoln-Mercury Dealers Assn., Detroit, going into radio spot schedule in about 43 markets in Houston district starting Feb. 4 for four weeks. Kenyon & Eckhardt, N. Y., is agency.

AND NOW RADIO • Bristol-Myers, N. Y., for Vitalis hair product placing radio spot campaign in number of scattered markets starting Feb. 28, following tv spot schedule already underway. One-minute ET's to be used between 7 and 8 a.m., Mon.-Fri., for 22 weeks. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

STRAPLESS SPOTS • Warner Brothers (strapless bras), Bridgeport, Conn., using radio spot schedule effective Feb. 11 in one-week saturation drive in southern Florida. C. J. LaRoche, N. Y., is agency.

IN THE WORKS • Lever Bros. (Lifebuoy soap) N. Y., considering radio spot schedule which, if approved, will start in mid-March on almost 100 stations. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

BAKING BUY • General Foods (Calumet baking powder), N. Y., placing radio spot schedule in about 19 markets, Feb. 11-March 29. Young & Rubicam, N. Y., is agency.

MORE FOR MONTGOMERY? • Under discussion at NBC-TV is possibility that **Robert Montgomery Presents** will be extended from present one hour (Mon., 9:30-10:30 p.m. EST) to 90 minutes (9:30-11 p.m.), effective next season. Show is sponsored by S. C. Johnson & Son and Mennen.

BROKER BUYS • Francis I. DuPont, N. Y., brokerage office, making two-market radio test starting Feb. 11 using daytime minutes, Mon.-Fri., for 13 weeks. J. Walter Thompson Co. N. Y., is agency.

TV FOR TUCK • Technical Tape Corp., (Tuck brand products), Bronx, N. Y., Friday appointed Product Services Inc., N. Y., as agency. Account, formerly handled by Daniel & Charles, also N. Y., shortly will launch new consumer product through all media with emphasis on tv spot.

JELL-O AGAIN • General Foods (Instant Jell-O) planning radio campaign starting Feb. 6 and running to March 22 in number of markets. Young & Rubicam, N. Y., is agency.

TUNA FOR LENT • Wilbur-Ellis Co. (Southern Star bonita tuna), S. F., planning eight-week radio spot announcement campaign for lenten season, starting sometime in February, in approximately seven markets. Hilton & Riggio, N. Y., still looking for few availabilities.

DIXIE DICKERING • Dixie Cup Co., Easton, Pa., which normally does most broadcast adver-

Continues on page 9

from OMAHA . . . .Heart of the rich Nebraska—Iowa corn-lands—

come the world's finest meats. Whether your pick runs to a thick, well marbled T-bone or juicy prime ribs—take your cue from the professionals. For in the finest restaurants everywhere, "OMAHA BEEF" means the best!

—and, in OMAHA— WOW-TV means the Best of televiewing—

Prime listening in Omaha—like its prime beef, is built on outstanding qualities. WOW-TV serves only the best! Channel 6 builds real audience loyalty from its blend of CBS-TV's fine programs, top local shows, syndicated programs and choice feature films.

And now, to this star-studded entertainment menu, WOW-TV adds a new piece de resistance—the great **MGM** library—making the BEST *even* better!

WOW-TV Channel 6 Omaha

CBS TV

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Commercial Manager

A Meredith Station

IN OMAHA	it's WOW	and	WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's WHEN	and	WHEN-TV	represented by The KATZ Agency
IN PHOENIX	it's KPHO	and	KPHO-TV	represented by The KATZ Agency
IN KANSAS CITY	it's KCMO	and	KCMO-TV	represented by The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

Examiner Approves Laurel Tv For. Ch. 7 Initial Decision

INITIAL DECISION issued Friday recommending grant of Laurel, Miss., ch. 7 to Laurel Tv Co., following withdrawal of competing Mississippi Broadcasting Co. (WCOC-AM-TV Meridian, Miss.). Laurel Tv is paying Mississippi Broadcasting $22,500 out-of-pocket expenses. Initial decision by FCC Hearing Examiner Herbert Sharfman effective in 40 days unless appealed or Commission reviews on own motion. Laurel Tv comprised of local businessmen, some of whom have interests in WAML Laurel.

In another Friday initial decision, FCC Hearing Examiner H. Gifford Irion recommended grant of Holiday Isles Broadcasting Co. for 1590 kc with 1 kw, daytime, at St. Petersburg, Fla., with protection from image interference to listeners of WPIN St. Petersburg. Favorable recommendation followed withdrawal of conflicting application by Polly B. Hughes for 1600 kc at Tampa, Fla., with Holiday Isles paying Mrs. Hughes $6,400 as reimbursement for out-of-pocket expenses. Holiday Isles is owned by Edmund A. Spence, semi-retired.

$330,000 WASK, WFAM-TV Sale Filed for Commission Approval

APPLICATION was filed Friday for FCC approval of sale of WASK and ch. 59 WFAM-TV Lafayette, Ind., by Olney E. Richardson to Lafayette Broadcasting Co. for $330,000. Lafayette principals include Henry Rosenthal (25%), currently assistant manager of stations; Alvin H. Hath (25%), Lafayette accountant, and D&B Equipment Co. (50%), jointly owned by E. J. Bannon and John M. Drysdale, all of whom will be officers of proposed station.

WASK-WFAM-TV balance sheet, as of Nov. 30, 1956, showed current assets of $97,286, total assets $336,393, current liabilities $44,346 and earned surplus as of March 31, 1956, $83,816.

Committee Asks FCC to Render Account of Allocations Action

FCC has been invited to appear before Senate Commerce Committee on Feb. 7 to render progress report on television allocations matters but firming of date depends on whether FCC agrees. Senate committee plans to inquire into status of FCC's tv allocations proceedings since Commission's moves last summer—resulting in establishment of Television Allocations Study Organization and pending deintermixture cases. Plans to resume Senate hearings became known last week (see story page 46).

WLBT (TV) Asks Tower Boost, Move

WLBT (TV) Jackson, Miss., Friday asked FCC permission to increase antenna height to 1,529 ft. above ground (1,579 ft. above average terrain) and move site to approximately 12 miles southwest of Jackson. Present 700 ft. above average terrain antenna located 3.4 miles southeast of Jackson. Ch. 3 WLBT operates with 100 kw.

TRACKED VIA 'HOT LINE'

WHILE B-47 jet bomber rocketed cross-country Friday testing new instrument device in jet stream, NBC "followed" its path on new hourly newscasts and on its new "Hot-Line" news service. Flight was tracked with periodic reports aired by affiliated stations in area of plane's path. Plane took off from March Air Force Base in California at 2:17 a.m. Pacific time (5:17 a.m. EST) and landed 9:20 a.m. EST at Hanscomb Airfield, Bedford, Mass. At 9:32 a.m., NBC Radio "Hot-Line" was broadcasting on-scene wrapup on flight with crew. "Hot-Line" is direct wire by which NBC is able to interrupt affiliates' programming at any time for important news.

Electronics Industry's Sales Firm, Folsom Tells Canadian Meeting

OUTPUT of electronics industry's consumer products in U. S. this year may approach record year (1955), and volume of electronic business may be about $1 billion higher this year than in 1956, Frank Folsom, RCA president, predicted in address to be delivered today (Mon.) at Canadian Club of Toronto.

He forecast, too, that tv will accelerate this year in civilian, industrial and educational use, and color will spur advance with more manufacturers entering field and competition increasing. Stressing communications links between Canada and U. S., strengthened via electronics, Mr. Folsom noted Canada's electronics industry already has achieved annual half-billion dollar production rate. Of his firm's operations in Canada, Mr. Folsom revealed RCA Victor has exported Canadian-made radios, tv sets and electronic products to 75 foreign countries and territories. He also mentioned sales of other Canadian-made equipment (radio relay systems, microwave systems and broadcast transmitters).

Adenauer Exonerates RFE

CHANCELLOR Konrad Adenauer of West Germany Friday absolved Radio Free Europe from charges leveled against it by Soviet authorities and Erich Ollenauer's opposition Social Democrats party that RFE promised armed intervention from West to insurgents during Hungarian revolt. At chancellor's weekly meeting with reporters, he said that month-long investigation of all RFE tapes of programs beamed to Hungary from Munich [B•T, Nov. 19, 1956] revealed nothing detrimental and that "this matter is to be considered closed for the time being." Dr. Adenauer also "in strongest terms" rejected demands by opposition party that Bonn close down RFE.

Uhf WLAM-TV Won't Try Again

CH. 17 WLAM-TV Lewiston, Me., Friday notified FCC that it would not seek renewal of license that expires April 1. Station, owned by 96% by Frank S. Hoy and family, went on air Nov. 22, 1953, but is now dark.

PEOPLE

WILLIAM HAMMERSTEIN, son of lyricist Oscar Hammerstein II, has joined NBC-TV as producer in Nat Wolff's program development department, it was reported Friday. Mr. Hammerstein for past three seasons has been general director of New York City Center Light Opera Co., for which he will continue as unofficial advisor.

EDWARD BATTEY, vice president and research director, Compton Adv., elected president of Copy Research Council, it is being announced today (Mon.). Other officers: **ALFRED A. WHITTAKER,** vice president and research director, Benton & Bowles, to secretary-treasurer; **CARLETON L. SPIER,** vice president and director, BBDO, and **SYDNEY H. GIELLERUP,** senior vice president, Marschalk & Pratt Div. of McCann-Erickson, also on council's new executive committee.

JIM WATTERSON, assistant timebuyer, Lambert & Feasley, to Slenderella International, Stamford, Conn., as radio-tv coordinator.

FRANKIE FRISCH, former major league ball player and sportscaster, signed by Mutual for projected series of Saturday and Sunday sports programs on 52-week basis, starting in mid-March.

LUCIAN R. BLOOM, media supervisor on Ford-Mercury accounts, Kenyon & Eckhardt, to Cunningham & Walsh, both N. Y., as media supervisor.

JAMES B. BRIGGS, vice president of Geare-Marston Div. of Ruthrauff & Ryan in Philadelphia, elected vice president of agency.

Copper City Files for Butte Vhf

COPPER CITY RADIO Co. last Friday applied with FCC for new tv station to operate on ch. 6 Butte, Mont. Applicant proposes 64 kw power, antenna 570 ft. above average terrain and plans to spend $266,390 for construction with estimated first year operating costs of $200,000.

Copper City and principals own controlling interest in KGEZ Kalispell, Mont., and hold cp for ch. 8 KGEZ-TV there. Principals include President Frank Reardon (89%), Albert J. Schumaker (9%) and William K. Carroll (1.6%), to be manager of new station if application is approved.

• BUSINESS BRIEFLY

Continues from page 7

tising in warm season (late spring, summer), currently planning 1957 campaign. Drive may use either tv spot or network tv participations. Agency: Hicks & Greist, N. Y.

BIG TOP IN 20 • Procter & Gamble (Big Top peanut butter), Cincinnati, launching tv spot announcement campaign today (Mon.) in approximately 20 markets, with 'til-forbid contracts. Compton Adv., N. Y., is agency.

FILM FOR W-L • Warner-Lambert Pharmaceuticals Co., N. Y., expected to buy feature film series to be placed on regional basis with all four W-L agencies contributing. Agencies are Lambert & Feasley; Sullivan, Stauffer, Colwell & Bayles; Lennen & Newell, and Norman, Craig & Kummel.

the week in brief

ABC-TV SET TO PULL OUT STOPS

Network enters competitive race with stronger talent array, plans to add more key markets, shuffle programs and intensify selling 27

NEWSPAPERS GIRD FOR FIGHT

Comeback of network radio and competition from tv lead press executives into new tactical forays 29

HOW TO BUY RADIO-TV TIME

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BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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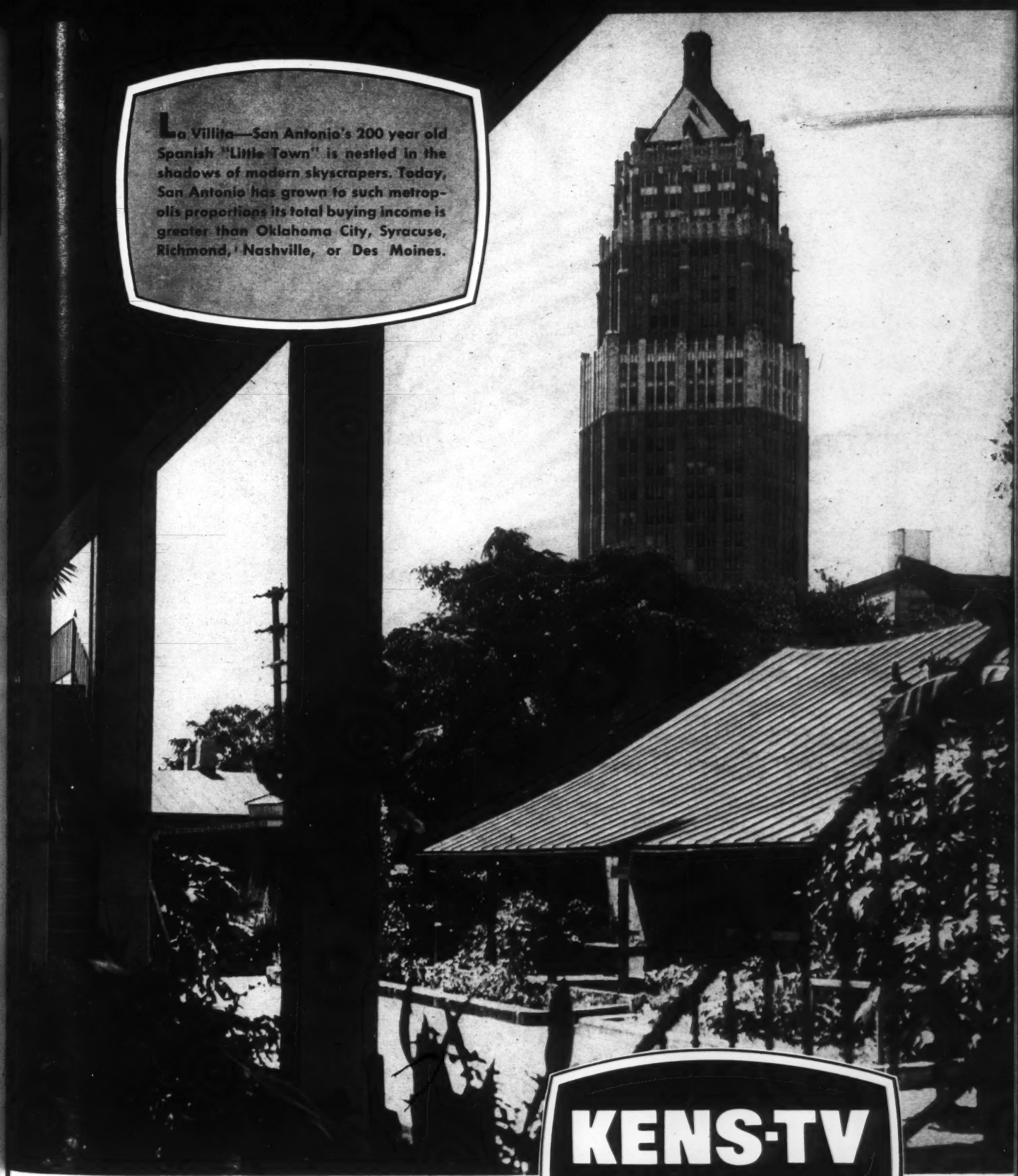

La Villita—San Antonio's 200 year old Spanish "Little Town" is nestled in the shadows of modern skyscrapers. Today, San Antonio has grown to such metropolis proportions its total buying income is greater than Oklahoma City, Syracuse, Richmond, Nashville, or Des Moines.

KENS-TV

EXPRESS-NEWS STATION

5

IN EACH TELEVISION MARKET THERE IS ONLY ONE LEADER. IN SAN ANTONIO, IT'S KENS-TV

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

CBS

SAN ANTONIO, TEXAS

There's more to Florida!

The image of Florida as America's greatest playground frequently overshadows the fact that the northern part of the state is one of the hardest-working, fastest-growing, wealthiest industrial complexes of the nation—with more manufacturing than sixteen states!

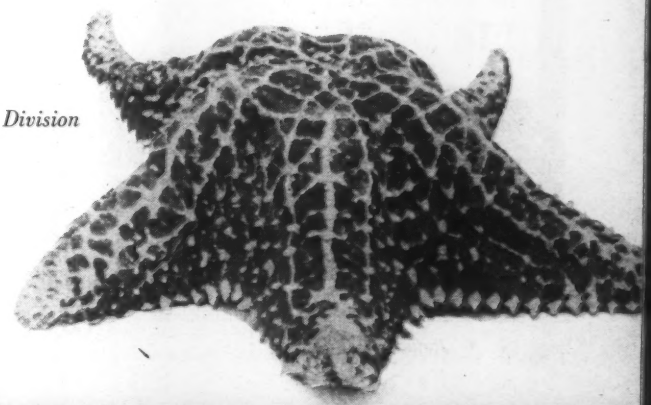
There's Jacksonville, for instance

. . . the hub of this $1,660,000,000 business empire. Because it is strategically located to serve the needs of the entire Southeast, and provides business and industry with superb railroad and deep-water port facilities, Jacksonville has become headquarters for more than 600 manufacturing enterprises—and bank clearings have doubled in five years!

and WMBR-TV** is the one and only medium that can sell all of northern Florida plus southeast Georgia. To get your share of this market of 264,000 television families* you need WMBR-TV—the viewers' favorite station by a 5½ to 1 margin!

**Nielsen Coverage Study #2, updated to 1-1-57*
***ARB, November 1956*

WMBR-TV—*Channel 4, Jacksonville*
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales



THE
CISCO
KID
Memphis Food Chain Adds 5th Year!
BIG STAR STORES of Memphis and long-time sponsor of Cisco, comment on entering 5th year of sponsorship:
"Cisco Kid has shown a high rating locally. It has brought direct sales returns for Big Star Stores . . . We also sponsor Cisco in Cape Girardeau, Mo. The results in this new area are excellent. Recently when the Columbus, Miss., station opened, we started Cisco there. Already we see sales results . . . Cisco Kid has helped all our big Star Stores."
Ask to see more success stories of
THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"
Write, Phone or Wire Collect Today
ZIV Television
New York
Chicago
Cincinnati
Hollywood

DISNEYLAND

ABC-TV's *Disneyland* took on a big task Wednesday with its presentation of "Our Friend the Atom," and came up high on the credit side.

It takes production wizardry to tell a story as confounding as the harnessing of atomic power for the good of mankind, and tell it entertainingly. Walt Disney used animation, his forte, and choice samples of film—among them the various, historic shots of atomic bomb blasts (the now familiar soaring mushroom clouds still awesome). Film was edited to produce a sequence of rapid explosions, heightening an already dramatic impact.

In his film, Mr. Disney traced the atom's scientific history: from the discovery of uranium and radioactivity, the Curies' experiments with radium, Einstein's mass-energy formula, the atomic gun experiments of Lord Rutherford in 1911 and on up to the present day's cloud chamber and atomic reactor. And to help his story along, Mr. Mr. Disney weaved in an apropos simile—that of the Arabian Nights fable of the fisherman who released the genie from the magic bottle.

Another sequence visually explained the chain reaction in nuclear fission, so vital in understanding the atom's power. Highlighted were the 1938 experiments in Berlin with uranium and a graphic demonstration—using a multitude of mouse traps and ping pong balls—of the theory of harnessing atomic power by slowing down and controlling nuclear chain reaction.

We were reminded that three wishes could be asked of Genie Atom: power; better food and health, and that he be our "friend." After visiting with Mr. Disney for an hour Wednesday, we fervently hope for all three.

Production costs: $100,000.
Sponsored by American Dairy Assn. through Campbell - Mithun, American Motors through Geyer Adv. and Derby Foods through McCann-Erickson on ABC-TV Jan. 23, 7:30-8:30 p.m. EST.
Executive producer: Walt Disney; director: Hamilton S. Lusk; scientific development: Dr. Hines Haber; teleplay: Milt Banta.
Filmed by Walt Disney Productions, Burbank, Calif.

ERNIE KOVACS SHOW

ERNIE KOVACS attempted that most difficult of all comedy forms—pantomime—in a special half-hour on NBC-TV Jan. 19. He missed.

Mr. Kovacs called on his character Eugene for his first skit. But Eugene did not respond well. He also used the Nairobi Trio, of which it can be said that if seen once, it has been seen.

The credits indicated that Mr. Kovacs wrote and produced the show; he could have used outside assistance.

Production costs: $30,000.
Sponsored by RCA and RCA-Whirlpool through Kenyon & Eckhardt and Oldsmobile through D. P. Brother on NBC-TV, 10-10:30 p.m. EST, Jan. 19.
Producer: Ernie Kovacs; director: Barry Shear; music: Harry Sosnik and orchestra.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Jan. 28-29 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Feb. 1, 4, 5).

Jan. 29 (9:30-10 p.m.) *Red Skelton Show;* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Feb. 5).

Jan. 30 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors.

NBC-TV

Jan. 28-Feb. 1 (3-4 p.m.) *Matinee,* participating sponsors (also Feb. 4-8).

Jan. 28 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby; Mennen Co. through Grey.

Jan. 29 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor through Doyle Dane Bernbach on alternate weeks (also Feb. 5).

Jan. 29 (10:30-11 p.m.) *Hold That Note,* Lanolin Plus through Russel M. Seeds (also Feb. 5).

Jan. 30 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson (also Feb. 6).

Jan. 31 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson.

Feb. 1 (approx. 10:45-11 p.m.) *Red Barber's Corner,* State Farm Insurance Co. through Needham, Louis & Brorby.

Feb. 2 (8-9 p.m.) *Perry Como Show,* participating sponsors.

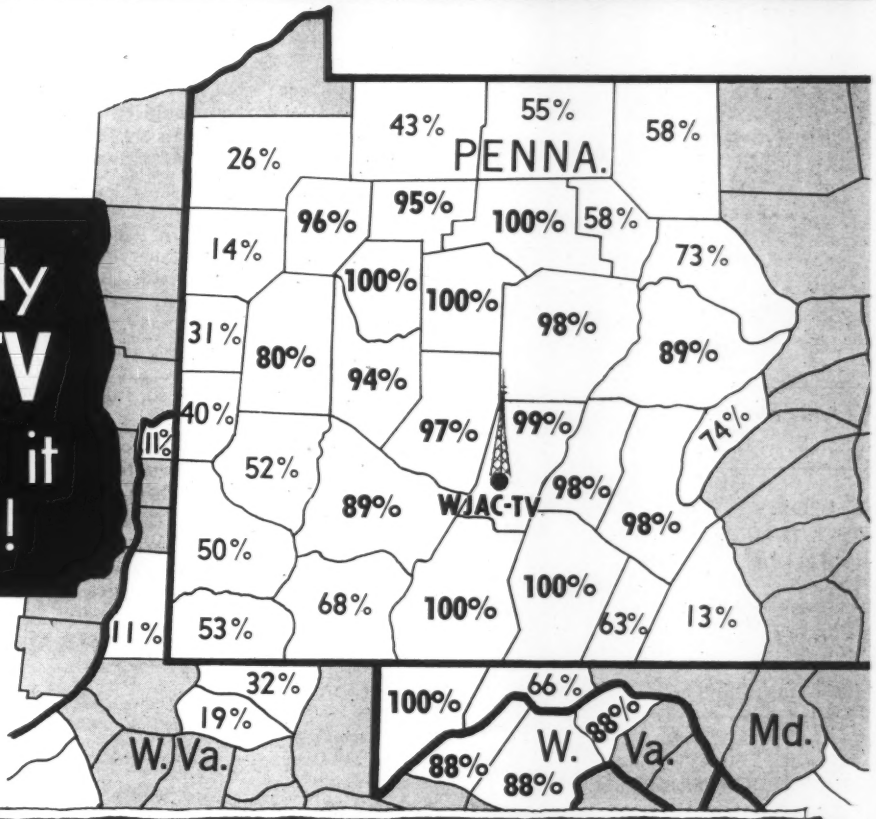
Feb. 3 (7:30-9 p.m.) *Sunday Spectacular,* "Ruggles of Red Gap," Swift & Co. through McCann-Erickson.

Feb. 3 (9-10 p.m.) *The Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

Feb. 4 (8-9:30 p.m.) *Producers' Showcase,* "Mayerling," RCA and RCA-Whirlpool through Kenyon & Eckhardt and John Hancock through McCann-Erickson.

PENNSYLVANIA'S 3rd TV MARKET

and only **WJAC-TV** delivers it to you!



In 20 counties out of this 41-county coverage WJAC-TV serves 80 to 100% of TV homes!

With over a million TV homes in its coverage area, WJAC-TV has a solid claim on Pennsylvania's 3rd TV Market — and up-to-the-minute NCS figures point up what tremendous appeal WJAC-TV has for this responsive market. It reaches into 63% of the TV homes in this rich and prosperous area — and over half a million viewer homes follow WJAC-TV three or more days a week. That's a mighty potent punch to put behind your product — a selling force you need if you really want Southwestern Pennsylvania.

JOHNSTOWN-ALTOONA TV AUDIENCE

(Cambria and Blair Counties)

The latest A.R.B. study (Nov., 1956) shows . . . out of 112 quarter-hour rating periods from 7:00 to 11:00 P. M. . . .

WJAC-TV leads in 105 periods

Station B leads in 7 periods

Of the top 25 night time shows . . . 24 are on WJAC-TV . . . 1 on Station B!

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

IN

YOUNGSTOWN, OHIO

Prime Local Tv Time

IS FROM

5PM to 7 30 PM

MONDAY THRU SUNDAY

••••••••••••

LOOK AT THE NOVEMBER 1956 A.R.B. RATING FOR WFMJ-TV IN THIS PRIME TIME.

WFMJ-TV	12.9
Station B.....	9.7

OR, LOOK AT IT THIS WAY: MONDAY THRU SATURDAY. A.R.B. SHARE OF SETS IN USE:

WFMJ-TV	40.6%
Station B.....	31.6%
Others	27.8%

YOUR LIVE OR FILMED SPOTS IN THIS PRIME LOCAL TIME WILL DO THE SELLING JOB IN THE BIG YOUNGSTOWN MARKET WITH ITS QUARTER MILLION TRADE-AREA POPULATION.

••••••••••••

YES, IT'S A FACT, RATINGS ARE HIGH, YET RATES ARE LOW FOR THE BIG YOUNGSTOWN TV AUDIENCE. CALL MITCH STANLEY, STATION MGR., OR ASK HEADLEY-REED FOR CURRENT AVAILABILITIES.

OPEN MIKE

Long Live Awards

EDITOR:

They're starting to take pot shots at the multiplicity of "Awards." The season has hardly started, and already you hear the cries against too many awards. By the time the 12th Annual National Laugh Week awards are made in April for contributions to the field of humor, the editors will say "more awards?"

Will you tell me what's wrong with awards? I should think they would be welcomed with open arms. Brickbats fly in all five seasons—why shouldn't there be awards all year around?

Awards are a source of encouragement. Comedians read all year long how bad they are—then, for a few weeks in January, they reap applause through these awards. Why should they stop in January? Why not give them in February, March, April, May, June, July, August, September, October, November, and December?

Did I leave any month out? If so, I didn't mean to.

I feel that as long as there are people to give awards, the broadcasting-telecasting industry members should accept them—with open arms.

Enough of these complaints. Waste not time in complaints. Let's move onward to the more constructive elements of broadcasting—let's give more entertainment, more education, more information. And let's get more awards—because they are deserved.

George Q. Lewis
Executive Director
Comedy Workshops of America
New York

Need Fulfilled

EDITOR:

The news item and editorial about Farm Broadcasting Day in the Jan. 7 B•T is just exactly what the industry and the rest of us need at this point to make Feb. 2 a success. In both, you show a clear understanding of the service which is being performed for the public by radio and tv stations which are doing a conscientious job of agricultural programming.

Layne Beaty, Chief
Radio-Tv Service
U. S. Dept. of Agriculture
Washington, D. C.

Friend or Foe

EDITOR:

Not too many years ago newspapers considered radio as a menace to their business but it turned out that radio helped to sell more newspaper circulation than any other invention yet conceived. Many newspapers were quick to realize this and started buying in on newscasts and showing increased cooperation with radio stations throughout the country. Our own newspaper, *La Presse*, will be sponsoring a 5-minute daily review by an outstanding personality drawing attention to the different features and articles.

Like many other Canadian radio stations we are glad to report the best year in our history and we believe that the majority of our clients are happy about the results.

Radio is big business and has many more avenues to exploit in its ever increasing importance. Wherever you go there's radio!

Phil Lalonde
CKAC Montreal, Que.

Amateur Reader

EDITOR:

My interest in BROADCASTING • TELECASTING is not as a businessman. I am a keen student of the United States and am particularly interested in radio and television in the United States as well as here in Great Britian. I am also able from time to time to receive programs from U. S. standard broadcast stations and when I receive these stations I like to have details of their wavelength, power, *etc.*, and your Yearbooks are able to furnish me with this information . . . I am a stenographer employed by the municipality in Manchester.

W. S. Hyatt
Manchester, England

Old Hat in Canada

EDITOR:

The item [in B•T Jan. 14] assumes too much when it claims that CBS-TV's telecast of National Hockey League games "marks the first time that big league games have been carried on tv on a nationwide scale."

It may be true that it is the first time in the U. S., but we've had NHL hockey on tv across Canada for several years, sponsored by Imperial Oil through MacLaren Adv.

A. A. McDermott
Radio & Tv Sales Inc.
Toronto, Ont.

In Re Earl Long

EDITOR:

. . . referring to the editorial piece in the Dec. 10 issue relative to Gov. Earl Long of Louisiana and his news policy: We would like to use this piece for a commentary-basis. I should like to have your permission to quote it.

Oscar Huff, News Dir.
WKMF Flint, Mich.

[EDITOR'S NOTE: Permission granted.]

For the Record

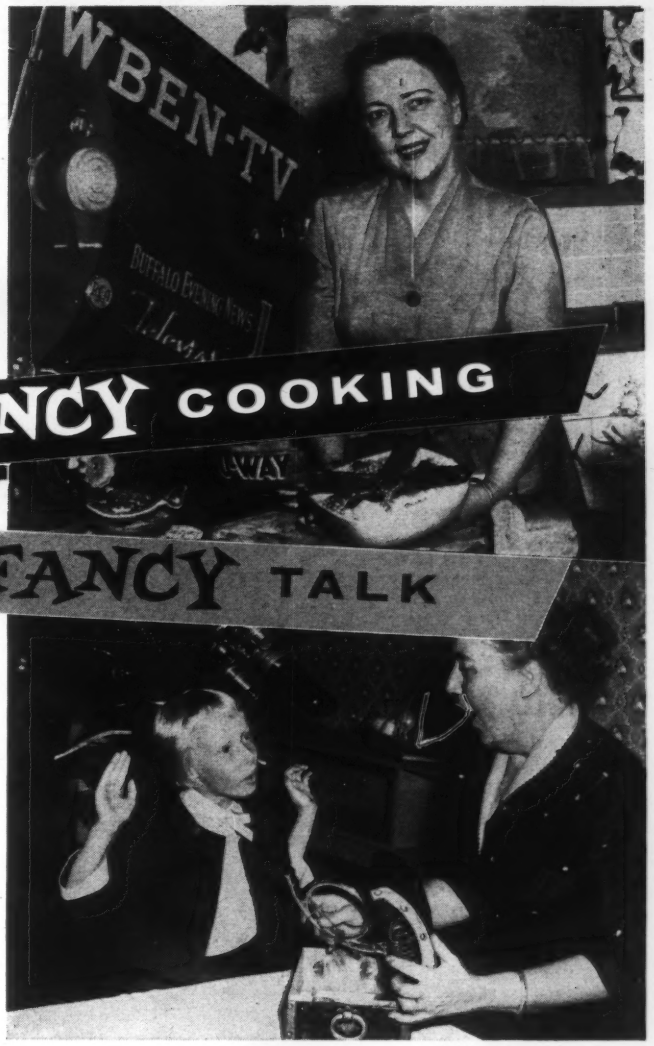
EDITOR:

In the Jan. 7 issue . . . reference was made to say that I had moved from WHHH Warren, Ohio, to WBRB Detroit.

Some reaction may come from this in regards to the mention of WBRB as Detroit. Actually our location is Mt. Clemens. Mt. Clemens is just outside Detroit.

Dick Drury
WBRB Mt. Clemens, Mich.

Marion Roberts'



PLAIN and FANCY COOKING

PLAIN and FANCY TALK

MAKES PLAIN GOOD SENSE ... AND A GOOD BUY TO NATIONAL ADVERTISERS IN THE WBEN-TV MARKET

If your product is for a woman, or her home, or her family, Marion Roberts can profitably sell it for you in Western New York.

For Marion has been doing just that for more than 50 food appliance, home-product manufacturers since 1952 on WBEN-TV. Selling women comes easy to Marion. Prior to her "Plain and Fancy" programs she traveled the menu-making trail from Ciudad Juarez to Edmonton, Alberta.

Today she cooks "on camera" and fills her morning shows with things that Western New York homemakers want to hear and learn about . . . from sewing hints and home budgeting to party planning and food preparation.

Rating-wise, cost-wise, coverage-wise it makes plain good sense to consider "Plain and Fancy Cooking, Plain and Fancy Talk". . . Monday through Friday, 9:30 a.m. on Channel 4.

WBEN-TV BUFFALO • CH **4**

CBS BASIC

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

THE PIONEER STATION of WESTERN NEW YORK

"...THE VERY TELEVISION SCREEN SEEMED TO EXPAND..."

The NBC Opera's production (of "War and Peace") was so impressive that the very television screen seemed to expand. For those who could see the telecast in color, the atmosphere of most of the sets . . . was strikingly conveyed. . . . There was not a poor performer in the lot. This country has cause to be proud that it could supply such a company.
HOWARD TAUBMAN, NEW YORK TIMES

Put down "War and Peace" as one of the memorable events of television.
BEN GROSS, NEW YORK DAILY NEWS

. . . makes musical history.
HARRIETT JOHNSON, NEW YORK POST

A major musical event . . . a notable achievement.
TIME, JANUARY 21, 1957

In 20 years, NBC's Robert Sarnoff recently predicted, Americans will spend more on opera than on baseball. If so, credit the NBC Opera Theatre with starting the trend.
HARRIET VAN HORNE, NEW YORK WORLD-TELEGRAM & SUN

This was an event transcending TV itself in cultural importance and artistic progress.
JACK GOULD, NEW YORK TIMES

It is not only for its willingness to undertake the unusual that I salute the NBC Opera Theatre. There's no stuffiness about them . . . NBC Opera Theatre, I love you!
JAY NELSON TUCK, NEW YORK POST

In presenting "War and Peace"... the NBC Opera Theatre reached a new peak. An admirable production in every respect . . .
DONALD KIRKLEY, BALTIMORE SUN

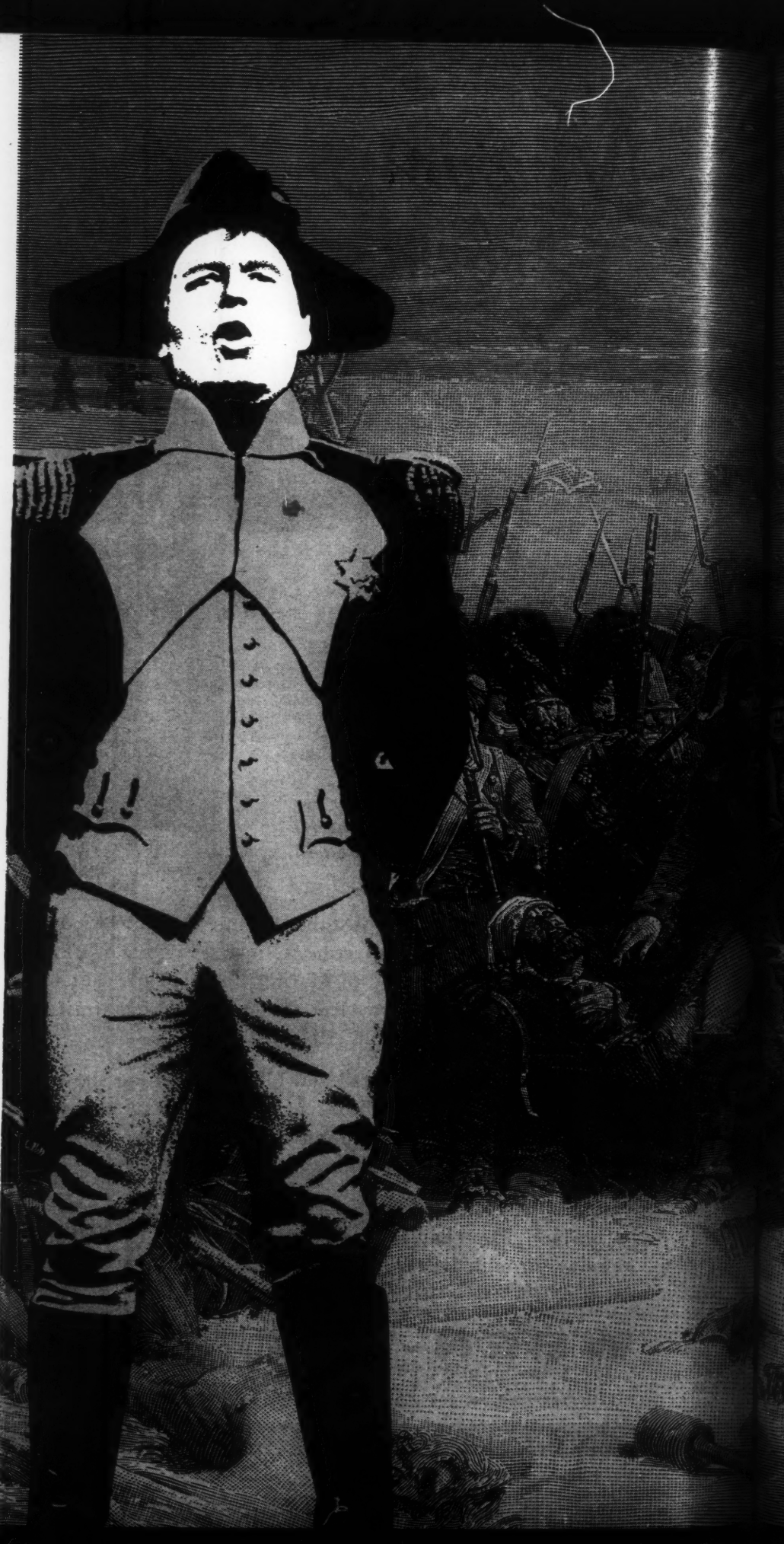
. . . a performance of epic proportions.
NEWSWEEK

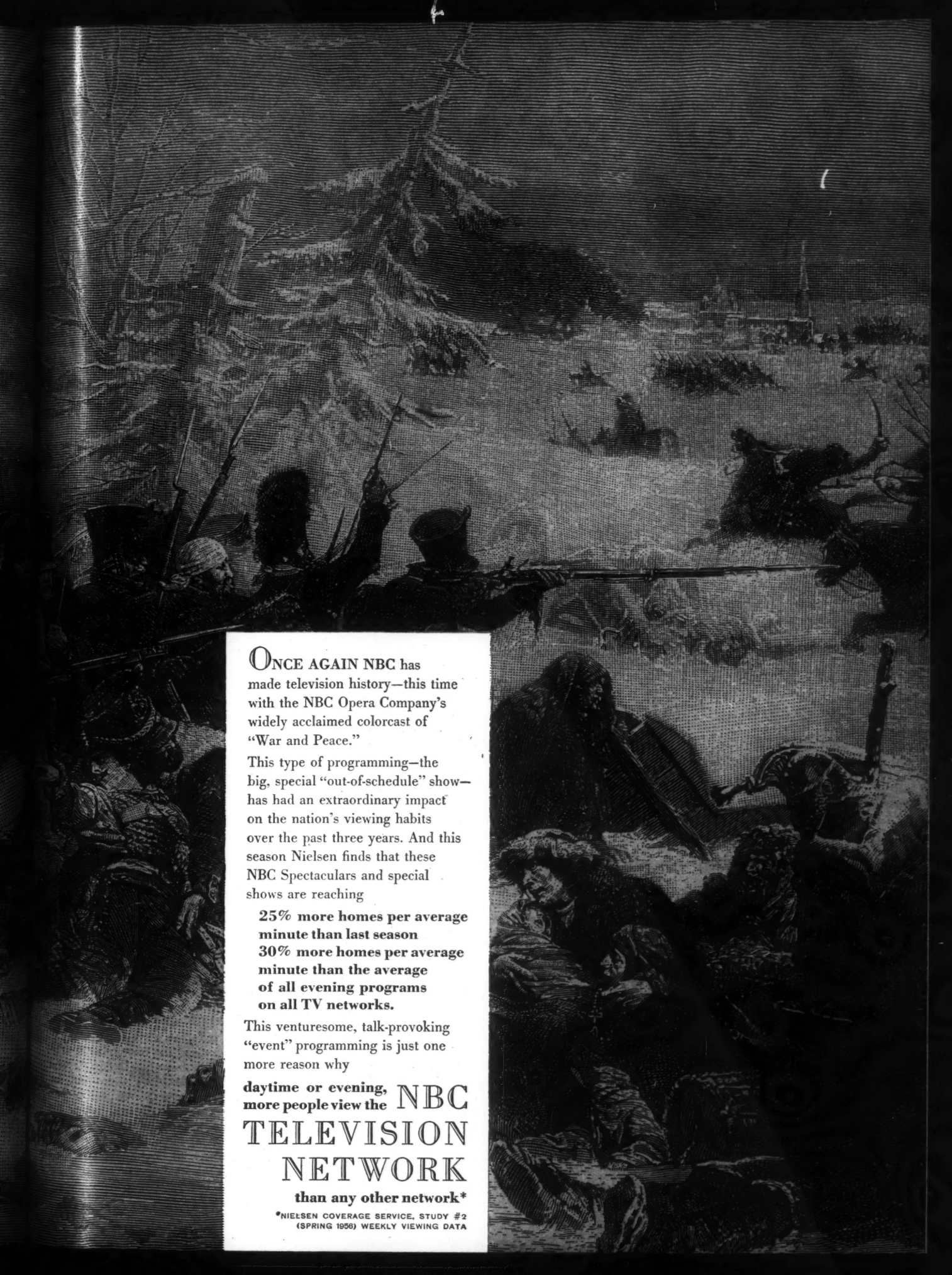
NBC did itself proud yesterday . . . a significant "first" for television.
ERNEST L. SCHIER, PHILADELPHIA DAILY NEWS

. . . a vastly commendable piece of work in every way, and a credit to its performers, to NBC, and to the television industry today.
PAUL HUME, WASHINGTON POST

. . . The Met would have to give the work every performance of its season for more than thirty-five years to reach the vast audience your splendid production played to . . . Your vision and accomplishment are a truly bright light in our time.
S. HUROK, NEW YORK

. . . Enthralled by the beauty and magnificence of your production . . . Please accept my loudest bravos . . .
KING VIDOR, BEVERLY HILLS, CALIFORNIA





ONCE AGAIN NBC has made television history—this time with the NBC Opera Company's widely acclaimed colorcast of "War and Peace."

This type of programming—the big, special "out-of-schedule" show—has had an extraordinary impact on the nation's viewing habits over the past three years. And this season Nielsen finds that these NBC Spectaculars and special shows are reaching

25% more homes per average minute than last season
30% more homes per average minute than the average of all evening programs on all TV networks.

This venturesome, talk-provoking "event" programming is just one more reason why

daytime or evening, more people view the NBC TELEVISION NETWORK

than any other network*

*NIELSEN COVERAGE SERVICE, STUDY #2 (SPRING 1956) WEEKLY VIEWING DATA

Now Nielsen's NCS#2 Confirms Individual City Ratings:

Only 3 STATIONS

are POWERFUL enough

and POPULAR enough

to cover

ALL 3 MAJOR MARKETS

of Southern California. . .

LOS ANGELES, SAN DIEGO,

SAN BERNARDINO.

Of this top trio KBIG is

- ✓ the only independent
- ✓ the least expensive
- ✓ second in cost-per-thousand
- ✓ third in total audience in Los Angeles, San Diego, Orange, San Bernardino and Riverside counties—second in Imperial.

Any KBIG or Weed man would like to show you the documents.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to NEAL BYRON WELCH

WITH passing of time, the *South Bend Tribune's* faith in television has been vindicated by the sales record of its WSBT-TV in one of the nation's more notable all-uhf markets.

"In our market, uhf is television," observes Neal Welch, general manager of the newspaper's radio-tv properties, and it's acknowledged in an industry racked with soul-searching over relative uhf-vhf merits, that ch. 34 WSBT-TV has emerged as one of the outstanding uhf successes under Mr. Welch's guidance. WSBT continues as a stable, established am entity.

Neal Byron Welch was born into a railroad family in Fort Wayne on Aug. 18, 1894, and moved to South Bend at an early age. He attended grade and high school in South Bend, displaying a native aptitude for playing the mandolin. During high school days young Welch worked as a reporter on the *South Bend News-Times,* later becoming city editor. In 1913 he enrolled at the U. of Indiana, where he majored in journalism.

World War I found Mr. Welch off in May 1917 to officers' training camp at Fort Benjamin Harrison, where he won a first lieutenant's commission. He served as a captain with the American Expeditionary Forces in France.

Returning from service on June 30, 1919, he rejoined the *News-Times,* moving up the business side of the ladder from salesman to advertising director to business manager. When the *Tribune* absorbed the suspended competitor in 1938, Mr. Welch decided to go into business for himself. He published his own community shopping news for four years "before radio called me" in 1942.

Mr. Welch started as promotion manager of WSBT (then already 21 years old and "which became one of the best-promoted stations on CBS with ratings that were one-two-three on the entire network"). Despite management efforts to promote him, it's known that Mr. Welch voluntarily continued as promotion manager to carry out his plans for the station's 25th anniversary—then became commercial manager.

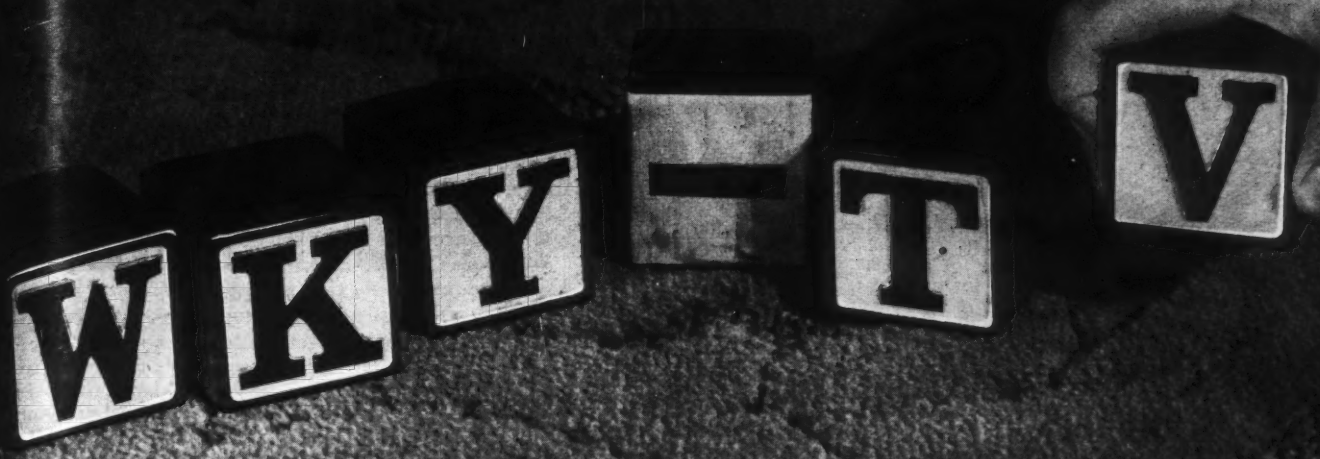
Mr. Welch's chief claim to fame in television, he says today, was the fact he became the first trainee of tv pioneer Capt. William C. Eddy at the old Balaban & Katz' WBKB (TV) Chicago. The *South Bend Tribune,* under the leadership of the late Editor-Publisher Frederick A. Miller, became intrigued with WBKB's plan to erect microwave relays in South Bend and Michigan City for picking up U. of Notre Dame football games on the theory it might later be possible to reverse the transmission for Chicago tv pickups. Mr. Welch and others went to WBKB for two months to "observe and work on production," a mission that paid off for WSBT-TV.

The *Tribune* applied to FCC for ch. 1, later eliminated, and refiled for ch. 13, only to be caught in the tv freeze. It got ch. 34 in August 1952, and began operation Dec. 21, 1952, on an island penetrated by fringe vhf outlets and with some 35,000 receivers oriented for Chicago and Kalamazoo reception. Within two months WSBT-TV could claim 21,500 total circulation, the bulk of sets converted to uhf (today there are an estimated 186,000 sets in its coverage area), and mounting advertiser and listener loyalty under Mr. Welch's leadership as general manager (which post he assumed for both radio-tv in December 1952). Modestly, he credits progress to WSBT Radio's "standing and reputation" in the community. WSBT-TV emerged in the black by early 1954.

As the second oldest uhf station in the country, WSBT-TV followed the success pattern achieved by KPTV (TV) Portland, with tv coverage of high school basketball, Notre Dame football, local shows and programming from the then four tv networks. WSBT-TV is a basic optional station of CBS-TV today, claiming ratings consistently higher than national averages and, according to Mr. Welch, an "exceptionally fine" revenue boost in 1956 over the previous year. Radiowise, he reports, WBST daytime business (as a CBS affiliate) is good, although nighttime is off. Today both facilities are located in the *Tribune's* new Broadcast Center on Jefferson Blvd.

Mr. Welch married the former Ruth Entzion in 1922. They have two children, Neal Jr., a World War II Navy flier, and Lt. Charles Welch of the U. S. Air Force. His hobbies are spectator sports and caring for his lawn. That interest in sports brought WSBT-TV national fame in 1953 when he set up a closed-circuit enabling then Notre Dame coach Frank Leahy to direct the team from a hospital bed.

Here's how you spell "MOTIVATION" in Oklahoma



WKY-TV

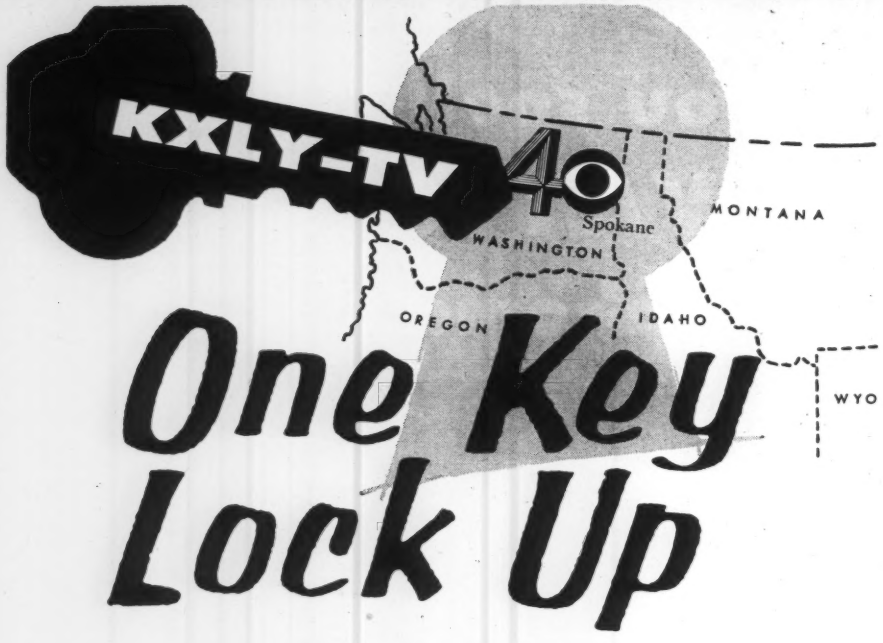
YOUR *BEST* POINT-OF-SALE IN OKLAHOMA

More people make up their minds to buy while watching WKY-TV than any other station in this area!*

Channel 4
© WKY-TV NBC
THE NATION'S *FIRST* COLOR TELEVISION STATION
OKLAHOMA CITY

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. • WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY, INC.

Ask your **KATZ man for the conclusive evidence!*



One Key Lock Up

. . . to the BILLION DOLLAR* SPOKANE MARKET

Latest Nielsen Shows Only KXLY-TV Delivers Entire Inland Empire Market — and yet costs less!

Results of the first comprehensive Nielsen survey ever taken in Spokane's huge, 35-county market prove conclusively:

KXLY-TV delivers more audience, reaches a greater area — for less actual cost. In fact, KXLY-TV delivers 11% more audience in weekly circulation at 23% less actual cost than its nearest competing station!

TOTAL INLAND EMPIRE
(35 counties in East. Wash., No. Idaho, West. Mont. and No. East Oregon)

Nielsen SPOKANE MARKET REPORT November, 1956

	TV HOMES IN AREA	NUMBER HOMES REACHED	WEEKLY HOMES REACHED	DAYTIME WEEKLY CIRC.	DAYTIME DAILY CIRC.	NIGHTTIME WEEKLY CIRC.	NIGHTTIME DAILY CIRC.
KXLY-TV CBS-Chan. 4	133,740	120,190	118,520	105,803	73,390	118,420	97,330
Channel 6	122,680	111,150	109,120	95,180	66,330	108,810	91,180
Channel 2	122,680	107,740	103,570	78,700	50,060	102,720	73,530

* 1955 Retail Sales of the Inland Empire, of which Spokane is the isolated metropolitan center, amounted to $1,313,678,000

SEATTLE-PORTLAND
ART MOORE AND ASSOCIATES

REPRESENTATIVES: AVERY-KNODEL
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • ATLANTA

MURRAY DONNELLY

on all accounts

BECAUSE Canadian winters are the way they are, Murray Donnelly is now assistant media director of the Los Angeles office of BBDO, in charge of buying time and space for North American Aviation Inc., Treesweet Products Co., U. S. Steel and American Broadcasting Co. in the Southwest. Until recently the list would have included VCA Laboratories, but now that account's advertising is all being placed from BBDO's New York headquarters.

Three of the four accounts Mr. Donnelly handles can be classed as broadcast advertisers. This month, radio has been tested in Denver as a medium to recruit engineering personnel for North American Aviation, a test which worked out very well, he reports, with the testing to be continued. Radio is also used for engineering recruitment for U. S. Steel's Consolidated Western Steel Div.

Mr. Donnelly's most conventional broadcast client is Treesweet, for which he uses saturation campaigns of short duration to sell the account's citrus juices. The fourth account, ABC, buys no broadcast time elsewhere, so for this client he buys chiefly trade paper and newspaper space locally.

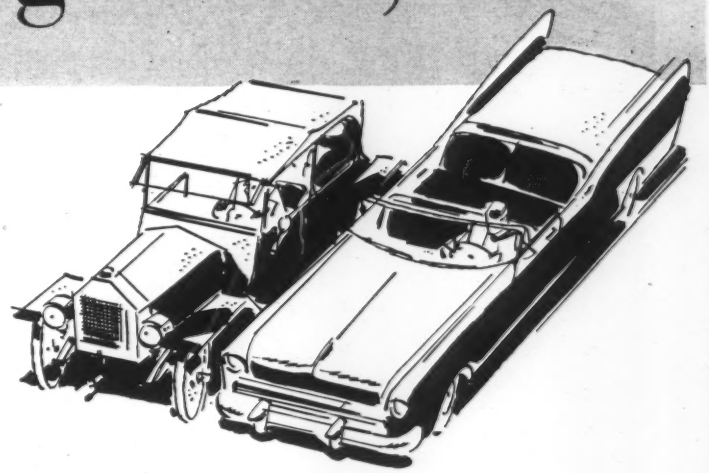
Born Jan. 24, 1923, in Minaki, Ontario, not far from Winnipeg, Robert James Murray Donnelly moved in his early teens to Toronto for his high school career. Came the war and he enlisted in the Royal Canadian Air Force.

Back from service, young Donnelly spent a year at the U. of Toronto taking a special course in business administration, then went to work for Maclean-Hunter Publishing Co., largest publisher in the British Commonwealth. "Here, I spent seven years, working at practically all phases of the advertising end of the publishing business: learning production, writing copy, selling space." About then Mr. Donnelly's winter complaint set in in earnest and it was off to sunny California and BBDO.

At Maclean-Hunter he met Barbara Ryan, now Mrs. Donnelly. The couple share their North Hollywood home with James Michael Donnelly, their first child, born Dec. 12, 1956.

Michigan has produced some changes in radio buying habits, too!

Forget your old buying habits. Ask yourself: What are the *real* selling forces in Michigan's radio picture today? The record speaks for itself! In the span of a few short years, Knorr Broadcasting Corporation's years-ahead programming of news, music, sports exclusively have earned them a top-of-the-list spot with advertisers and listeners! These lively, easy-to-listen to features score big with a vast 9½ billion dollar market. Forget your old buying habits. If you're buying Michigan radio, you can't afford to overlook the powerful 4 Knorr Stations . . . the big buys in a big Michigan market!



WKMH *is today's best radio buy in Dearborn-Detroit*

WKMF *is today's best radio buy in Flint*

WKHM *is today's best radio buy in Jackson*

WSAM *is today's best radio buy in Saginaw*

Save up to 15%

by using any 2 or more of these powerful stations

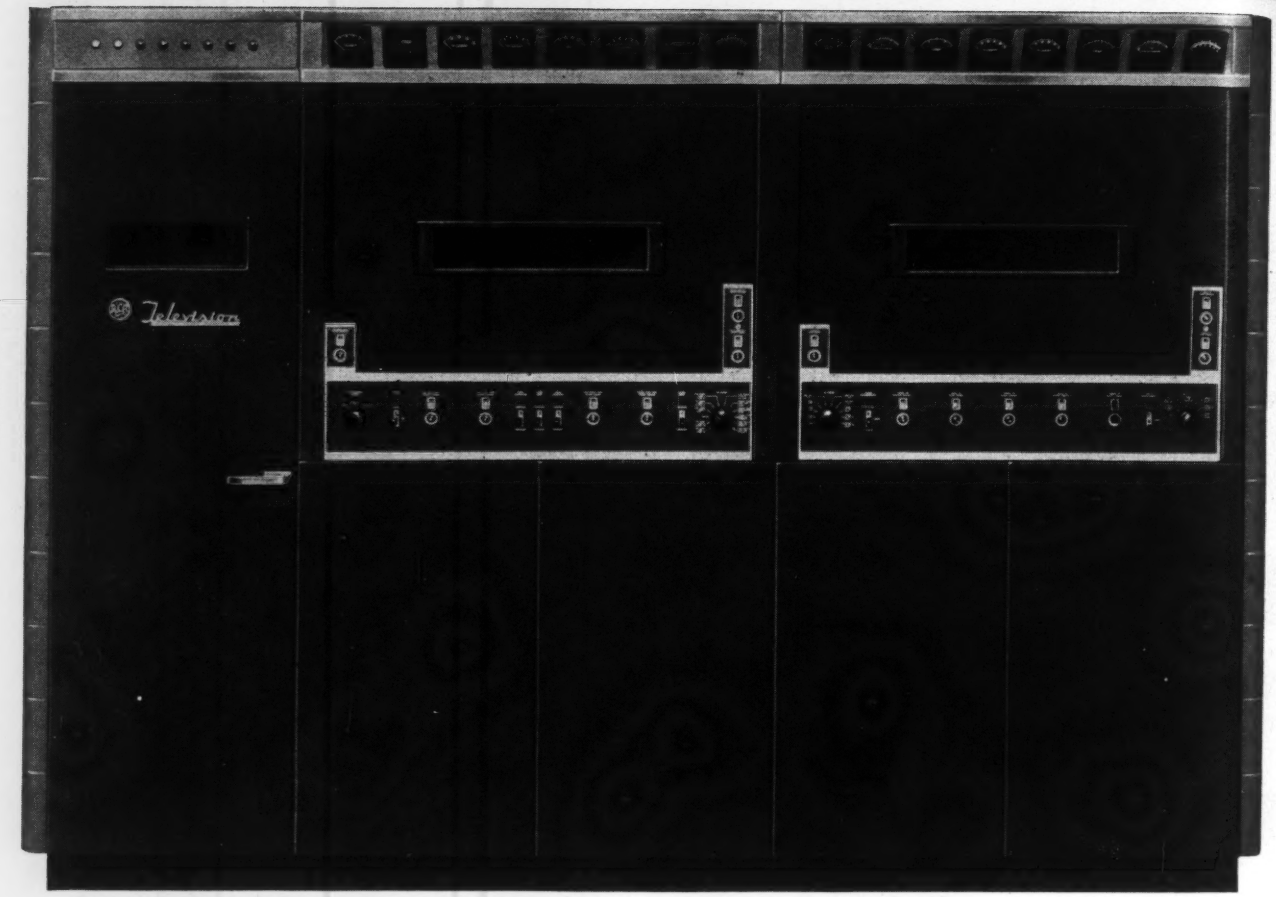
WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

Buy all 4 stations . . . . . Save 15%
Buy any 3 stations . . . . . Save 10%
Buy any 2 stations . . . . . Save 5%

Represented by Headley-Reed

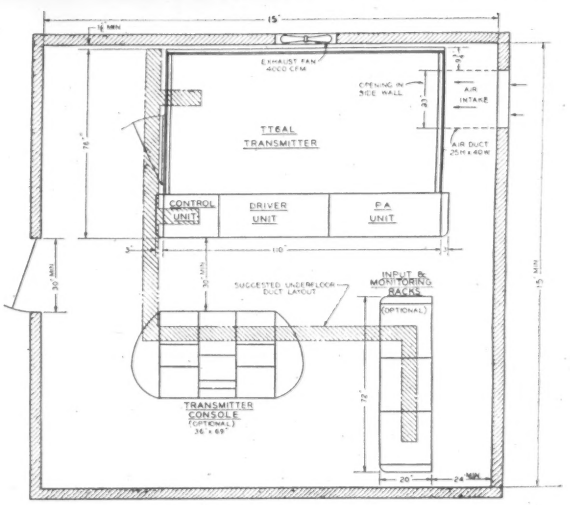
KNORR BROADCASTING CORP.

now a 6KW



Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

VHF transmitter!

featuring unusual compactness and economy ...with power reserve to drive a 25KW

Newest and most advanced in the RCA line of low band VHF television transmitters, the completely-new-design TT-6AL is the answer to medium power low band requirements and simple increase to 25KW.

★ ***Most Compact Floor Plan Ever Achieved***—Requires less than 63 sq. ft. of floor area (less than any 5kw). Transmitter can be placed flush to a back wall or in a corner of a room. Rectifier enclosure can be separated from transmitter and located in an adjacent room or basement.

★ ***Design Reflects Color Experience***—Built-in linearity correction circuits and intercarrier frequency control which accurately maintains frequency separation between aural and visual carriers, assures excellent color signal transmission.

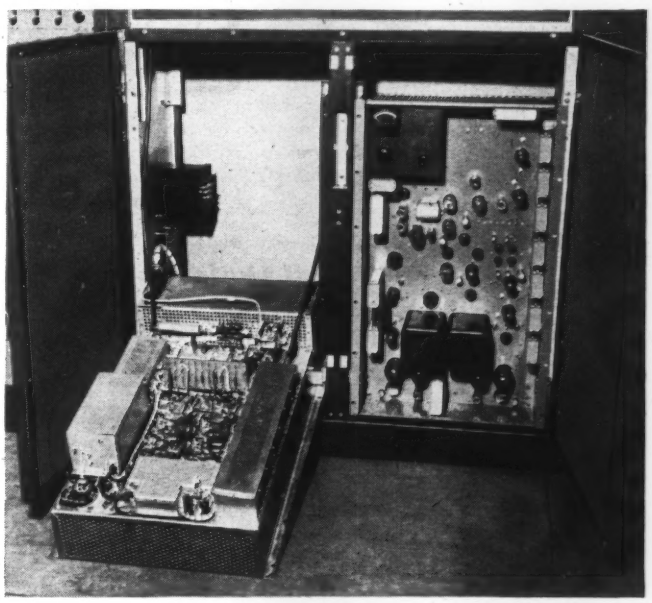
★ ***Excellent Accessibility***—Broadband tuning controls are accessible without opening any doors. All important circuits are adjusted from front of transmitter. "Tilt-out" construction of modulator and exciter units (see photo below). Only one interlocked door for complete transmitter.

★ ***Economical and Reliable Operation***—Uses Type 5762 air-cooled tubes, famous for long life and reliability. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.

★ ***Simple Power Increase***—The TT-6AL easily drives a 25kw amplifier. Readily converted to higher power with minimum changes.

★ ***Thermostatically Controlled Heaters for Rectifier Tubes***—Suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

plus . . . *many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005). In Canada, write RCA VICTOR Company Limited, Montreal.*



Maintenance accessibility has been given particular attention in the TT-6AL. Exciter (shown tilted forward) and modulator chassis are made accessible by hinged doors and "tilt-out" chassis design. An optional spare exciter unit can be rack-mounted for added "on-air" assurance.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

Most of Arkansas Watches

KTHV Channel 11 LITTLE ROCK

(and we have the MAIL to prove it!)

KTHV *gets viewing response* from most of Arkansas — 47 counties to be exact! Take a good look at the mail map above. Notice that KTHV penetrates to all six surrounding states — and actually pulls mail from viewers in Mississippi, Missouri, Oklahoma and Texas.

With 316,000 watts on Channel 11 and with tallest antenna in the Central South (1756′ above average terrain) KTHV *sells* most of Arkansas.

Your Branham man has all the *big* KTHV facts. Ask him!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 52, No. 4 **JANUARY 28, 1957**

ABC-TV READY TO PULL OUT THE STOPS

- **Network gets set to make bid in challenging CBS-NBC leadership**
- **It's out to sign big names for talent, stations for clearance**
- **Bright hopes: FCC's opening key markets, AB-PT's opening purse**

OFFICIALS of ABC-TV made it clear last week that they intend to run neck-and-neck with the other networks—and told how they expect to get their colors into the thick of the race.

The network's new high command—Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres, who took active charge of ABC from President Robert E. Kintner last fall, and Oliver Treyz, ABC-TV head—spelled out for B•T the areas in which they're making their move:

• **Talent:** With Frank Sinatra. Mike Wallace, and a new Walt Disney contract already in the bag, they're out to line up as glittering an array of talent—both "established" and "new"—as they can put together. Current target: Singer Pat Boone, new teen-age rage.

• **Station lineup:** With the shortage of tv stations giving ABC-TV its most serious single problem—that of entree to many key centers—they're counting on current indications that a number of new stations will open up in important markets over the next several months, and also are obviously hopeful of some switches from NBC-TV or CBS-TV. Although they won't say so, it has been reliably reported that ABC will offer "special inducements," if necessary, to swing affiliations in key markets now missing from its lineup. In any case, ABC officials expect to add enough markets to boost ABC-TV's "live" coverage from its present 75% of affiliates to better than 80% by fall.

• **Uniform contracts:** ABC-TV is beginning to eliminate the differentials that have existed in contracts with affiliates in the past—in markets where it now has equal access with other networks.

• **Program lineups:** There'll be a lot of shuffling to incorporate the new talent acquisitions and to get better mileage out of existing shows. Most of these changes will be made with the start of the 1957-58 season next fall; some, however, will come earlier.

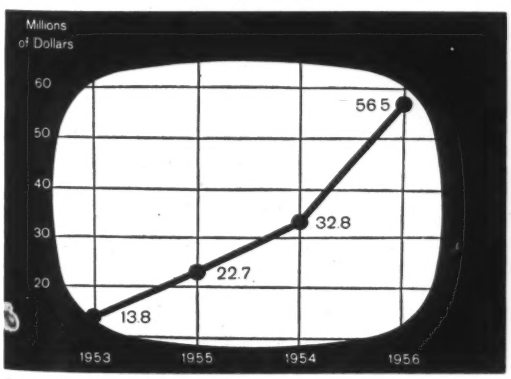
• **Daytime programming:** ABC-TV plans to start programming daytime hours with live shows next fall, probably beginning at 3 p.m. and moving back an hour at a time as the new periods are sold off.

• **Sales:** The selling season for next fall is already under way. The Sinatra program was sold to Chesterfield cigarettes and the Mike Wallace interview program to Philip Morris almost within 24 hours after the two talent deals had been completed, and other sponsor interest in ABC-TV properties is "active."

• **Organization:** The "shake down" operation that followed Mr. Goldenson's takeover of active control of ABC and the arrival of Mr. Treyz has now been completed and "from now on, we're building"—from within the company insofar as possible.

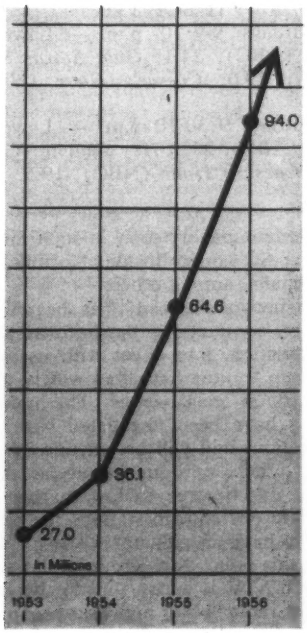
ABC-TV already has made substantial strides from its position of four years ago when, on Feb. 9, 1953, ABC came into money—through the merger with United Paramount Theatres—and officials started

GROSS TV BILLINGS



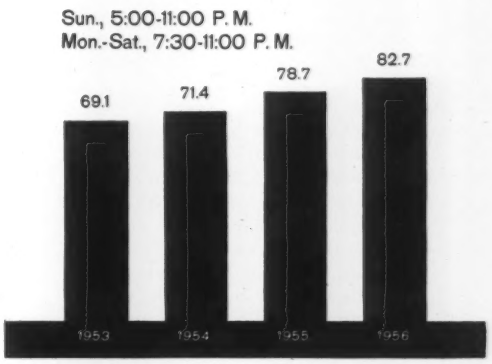
Source: Publishers Information Bureau

HOME HOURS OF VIEWING



Source: A. C. Nielsen, Oct. 11 each year

PROGRAM COVERAGE



Source: A. C. Nielsen, Oct. 11 each year

MEASURES OF ABC GROWTH: Chart at left compares network's gross tv billings for first nine months of each year shown. Middle chart is record of audience increase. In fall season of 1956 ABC-TV was scoring 94 million home-hours of viewing per week for its evening commercial programming—nearly 30 million increase over year before. Chart at right shows that despite facilities scarcity, average ABC-TV program is seen (live or by delayed broadcast) in markets containing nearly 83% of all homes in the United States, and indicates that coverage has increased yearly since 1953. Clearance for live schedules still is big problem.

talking of overtaking CBS-TV and NBC-TV within five years.

ABC-TV researchers can show, for example, that in terms of nighttime programming in markets where the three networks have equivalent facilities, 10 ABC-TV half-hours have higher Nielsen ratings than those of the other networks, whereas in 1953 ABC-TV led in only two half-hours.

By comparison with ABC-TV's lead in 10 nighttime half-hours, this research puts NBC-TV ahead in nine half-hours and CBS-TV ahead in 23.

There has been speculation that ABC-TV is "shooting for No. 2 position" among the networks. Mr. Goldenson doesn't put it that way. He doesn't think in terms of "position," he said, but just wants to be "truly competitive."

Based on current plans, then, when does he think ABC-TV will become competitive?"

"I think we're beginning to be competitive now," he asserted.

As evidence, he cited ratings charts to show that in "competitive markets"—those in which all three networks have outlets—in five evening half-hours in January 1956, according to this data, it is ahead in 10 this month. By comparision, these figures also showed that where NBC-TV was leading both networks in 12 half-hours a year ago, it led in three this month, while CBS-TV's lead went from 17 half-hours in January 1956 to 23 half hours in January 1957.

Messrs. Goldenson and Treyz are counting on this type of showing in live competitive markets to help convince stations as well as advertisers that ABC-TV can more than hold its own in programming and audience appeal. Already, they said, they've been approached by some affiliates of other networks interested in discussing a switch to ABC-TV. "And we've talked with these stations," Mr. Treyz added.

The current indications that the FCC will soon grant additional stations in a number of other markets to which ABC-TV now has no direct access gives considerable encouragement to the ABC officials. There are now about 75 markets to which the three networks have comparable access, and ABC-TV is hopeful of getting equivalent facilities reasonably soon in such important areas as St. Louis, Boston, Norfolk, Miami and Omaha, among others.

The network already has begun to put uniform contracts, with uniform rates of compensation, into effect with its affiliates, which up to now have had widely differing contracts in many cases. The new terms already have been negotiated with one or two stations and will be extended gradually to the others until uniformity is the rule.

Will this be true in key markets where there are not enough stations for each network to have an affiliate?

On this point, Mr. Treyz would say only that ABC-TV is aware that in the development of radio "other networks paid premium prices" in order to secure the affiliation of 50 kw and other major stations, and that such precedents might not go unnoticed by ABC-TV.

Mr. Goldenson pointed out that affiliation is a two-way street—important to the station as well as to the network. In view of ABC-TV's accomplishments to date and the showing it is making in competitive markets, he felt it would not be wholly a case of ABC-TV looking for affiliates, but also of stations trying to get the ABC-TV affiliation.

Mr. Treyz emphasized that, as ABC-TV adds stations, advertisers will be getting their money's worth to an even greater extent. The cost-per-thousand is now about the same on all three networks, he asserted, so that when other key markets are added to the ABC-TV lineup, the total cost-per-thousand for ABC-TV will go down.

ABC researchers placed the cost-per thousand homes per evening commercial minute at $3.97 for ABC-TV, $3.95 for NBC-TV, and $3.10 for CBS-TV. They said these were Neilsen compilations as of October 1956, and compare with $5.04 for ABC-TV, $3.83 for NBC-TV, and $3.59 for CBS-TV as of October 1955.

Officials are keeping their program plans close to their chests—for competitive reasons. They don't want the other networks to know what they have in mind until the last minute. Thus they didn't let out their negotiations with Frank Sinatra until they came to terms with the singer for a weekly half-hour show (plus two one-hour specials annually) for three years [B•T, Dec. 3, 1956], or announce the signing of Mike Wallace—whose *Night Beat* interview program on WABD (TV) is one of New York's hottest—until they had set Philip Morris for sponsorship [B•T, Jan. 21].

They've also just signed Walt Disney—whose *Disneyland* and subsequent *Mickey Mouse Club* were major factors in ABC-TV's first burst of growth a few years ago—to a new contract involving more than $9 million for programming for next season. In addition to 65 hours of new material for *Mickey Mouse Club*, which next fall will be cut from an hour to 30 minutes Monday through Friday, and 26 new hour-long *Disneyland* shows, the contract calls for a new weekly half-hour series, *Zorro*.

Currently they are negotiating with Pat Boone, rising young singer and popular records artist.

It's no secret, however, that the parent AB-PT is making available to ABC—a hungry operation prior to its merger with UPT to form AB-PT just four years ago come Feb. 9 — whatever wherewithal is needed to reach competitive stature with its rivals. Only a month ago AB-PT negotiated a $60 million loan, a substantial portion of which had already been set for tv expansion [B•T, Dec. 24, 1956].

As with their plans for new talent, officials are not willing at this point to say where the new acquisitions will fit into the program lineup—again at least partially for competitive reasons. They do say there will be "whole new structures" for Thursday and Saturday nights and considerable realignment of the Thursday night lineup. That's for next fall. Even before then, they're putting some changes into effect. For instance, they figure their current Monday night programming is "too adult" and so, effective Feb. 11, are moving *Bold Journey* and *Danny Thomas* to Thursday night and installing an hour-long *Wire Service* at 7:30-8:30 Mondays (see story, page 100).

ABC's 10 TOPPERS

HERE are Nielsen multi-network ratings for December, as compiled by ABC-TV authorities, for the 10 half-hour nighttime periods in which ABC-TV claims a clear lead over its two network rivals. The figures cover a four-week average and are based on ratings only in markets where all three networks have equivalent outlets.

Monday 10-10:30 p.m. — Lawrence Welk's *Top Tunes* and *New Talent* (ABC), 23.1; *Studio One* (CBS), 10.2; *Robert Montgomery Presents* (NBC), 13.1.

Tuesdays 8-8:30 p.m.—*Cheyenne* and *Conflict* (ABC), 23.6; *Phil Silvers Show* (CBS), 22.5; *Big Surprise* (NBC), 14.6.

Tuesdays 8:30-9 p.m.—*Wyatt Earp* (ABC), 31.3; *The Brothers* (CBS), 17.3; *Noah's Ark* (NBC), 13.9.

Tuesdays 9-9:30 p.m.—*Broken Arrow* (ABC), 24.9; *To Tell The Truth* (CBS), 19.0; *Jane Wyman Show* (NBC), 17.4.

Wednesdays 7:30-8 p.m.—*Disneyland* (ABC), 29.1; *Giant Step* (CBS), 13.6; Eddie Fisher, NBC News (NBC), 10.7.

Wednesdays 8-8:30 p.m.—*Disneyland* (ABC), 28.0; *Arthur Godfrey Show* (CBS), 21.4; *Hiram Holliday* (NBC), 10.4.

Fridays, 7:30-8 p.m.—*Rin Tin Tin* (ABC), 21.3; *My Friend Flicka* (CBS), 13.9; Eddie Fisher-NBC News (NBC), 11.0.

Fridays, 8:00-8:30 p.m.—*Jim Bowie* (ABC), 19.8; *West Point* (CBS), 16.9; *Life of Riley* (NBC), 15.6.

Saturdays 9-9:30 p.m. — Lawrence Welk (ABC), 24.1; *Gale Storm Show* (CBS), 19.0; *Caesar's Hour* (NBC), 20.0.

Saturdays 9:30-10 p.m. — Lawrence Welk (ABC), 25.8; *Hey Jeannie* (CBS), 17.1; *Caesar's Hour* (NBC), 19.5.

ABC-TV programming is holding its own against and in many cases leading its network competitors (see box).

ABC-TV authorities supplied Nielsen data showing that in multi-network markets, ABC-TV's programs in December had higher average ratings than those of NBC-TV and CBS-TV on Mondays at 10-10:30 p.m.; Tuesdays at 8-8:30, 8:30-9, and 9-9:30; Wednesdays at 7:30-8 and 8-8:30; Fridays at 7:30-8 and 8-8:30, and Saturdays at 9-9:30 and 9:30-10.

In another period, Tuesdays at 7:30, ABC-TV trailed by one-tenth of a point.

On the basis of Trendex figures for January, ABC research officials said that ratings—still based on "competitive markets," meaning those in which all three networks have equivalent facilities—gave ABC-TV the edge over NBC-TV in 17 evening half-hours, compared to six in January 1956, while ABC-TV was leading CBS-TV in 11 half-hours as against eight a year ago. Where ABC-TV was ahead of both other networks

PAPERS RE-APPRAISE RADIO-TV

- **NAEA members warned of keener media competition**
- **Chicago meeting given techniques to meet threat**

NEWSPAPERS face "smart, tough, powerful" competition from broadcast and other media for national advertising dollars in 1957 but can realize new lineage gains if they sell themselves as "the basic form of communication," the Newspaper Advertising Executives Assn. was told at its annual convention in Chicago last week.

Warning of keener media competition and presentation of techniques for counteracting "new weapons" fashioned by radio-tv were delivered by representatives of the American Newspaper Publishers Assn.'s Bureau of Advertising and NAEA member speakers at the Edgewater Beach Hotel Monday through Wednesday.

Among highlights of the convention were observations that:

• Network and spot tv still attract new advertisers despite their "increasing doubts about tv's cost and its effectiveness per dollar."

• Network radio is staging a comeback and spot continues to reflect gains.

• Newspapers are "definitely the No. 1 target of tv in 1957."

• Tv's viewing audience is in a process of "splinterization" between channels and programs.

• Run-of-paper color for newspapers can be the answer to tv's challenge in retail advertising.

• Television is "the greatest entertainment medium" but the "news medium is the newspapers."

• Newspapers should have "misgivings" over the percentage decline of national advertising dollars in their medium.

'Miracles' for Food Stores

On the other hand, NAEA delegates were apprised that radio has "done miracles" in publicizing the name of a group of food stores and has been "most efficient" in immediate communication with customers. Use of televison aroused considerable enthusiasm among store retailers and sold products, too, NAEA delegates were told.

Gilbert P. Swanson, advertising director of the *Spokane Spokesman-Review* and *Daily Chronicle* (KHQ-AM-TV Spokane), was elected new NAEA president, succeeding Karl T. Finn, *Cincinnati Times-Star* (WKRC-AM-TV Cincinnati, WTVN-AM-TV Columbus).

Hard "fight" for new national advertising gains in 1957 was set out by Harold S. Barnes, director of ANPA's Bureau of Advertising, who reported that a loss of automotive business in 1956 was offset by gains in other categories. Discussing tv's cost and effectiveness per dollar, he also noted a "60% mortality in network tv programs" last year.

Mr. Finn also set the pace for bureau presentations with a progress report for 1956, pointing out "advertising buyers continue to pay the freight" for tv, "sometimes by reducing their newspaper advertising appropriations."

William I. Nichols, editor-publisher of *This Week* magazine, felt "too many are assuming that the electronic media have a monopoly on the future" and claimed newspapers remain the No. 1 medium, without need of staging "audience participating shows," "giveaway programs," and "spectaculars."

While tv set ownership grows, he asserted, the viewing audience is "constantly being divided and subdivided between channels and programs." Such a "splinterizing process is especially acute in the urban areas which most advertisers want to reach."

Newspaper admen also were warned against "complacency" in the battle for the national and retail advertising dollar and urged to meet tv's challenge with ROP color. Charles L. Andrews, sales promotion director of the *Nashville Banner* and *Tennessean*, singled out objectives of the Television Bureau of Adverising to work more closely with retailers, especially department stores, and help push tv to the top as overall (not alone national) "advertising leader."

Pitch for ROP color also was made by Hal Stebbins, head of his own advertising agency in Los Angeles, who felt that "if color tv can work sales wonders, so can color ROP." He noted results of Cunningham & Walsh's recent "Videotown" survey, claiming that of all major media, "newspapers alone remain unaffected" in terms of tv's effect on readership. Without "disparaging the power" of radio-tv, Mr. Stebbins added, "fiscal facts prove that most of their successful campaigns entailed much greater expenditures than that involved in an average annual newspaper campaign."

Mr. Stebbins told newspaper admen they'd be surprised if they would ascertain "the approximate amount of money successful tv users are allocating to your market in that one medium" and then sell these advertisers on spending a comparable sum in newspapers for a year or two.

Plaudits for radio-tv as effective selling media were delivered by Claude E. Purles, advertising manager of Associated Grocers, Salt Lake City advertising group comprising A. G. Food Stores. He related his organization currently uses 30-second jingles combined with 30 (1 star) second commercials on four radio stations. Radio publicized the A. G. name, drew store traffic and proved effective in apprising customers of last-minute specials. His stores also were the first food retailers to use tv in Utah, with retailer enthusiasm and product sales. "This medium afforded us the opportunity to present dramatically items that were unique, items that could be sold only by demonstration," Mr. Purles observed.

ANPA Bureau of Advertising presentations centered on two new projects—a study of daytime tv viewing habits titled "The Little Woman Who Wasn't There" and a survey of teen-age preference called "Tell It to The Teens"—and a report on its "Sponsor, Sponsor" quiz.

Daytime tv study was conducted by C. E. Hooper Inc., using the telephone coincidental in six markets, according to Warren Bragg, bureau's marketing manager. Over 25,000 individual calls were placed during morning hours in three cities and during afternoon in three others. Figures were cited for New York from 8 a.m.-12 noon.

The survey found, he continued, that 9% of homes had no tv sets; another 80.5% had sets that weren't on; and in sets-in-use homes, 46.6% of housewives were at home but not actually watching tv; another 15% were not home; and in 12.9% of the homes housewives reported they were engaged in other activity.

Thus, Mr. Bragg reasoned, that leaves only 25% of the original number with sets in use reported to be "viewing television"—or 2.8%, split up and shared by several New York tv stations instead of reaching 10.5% of New York housewives on Tuesday mornings.

Teenage Presentation

Teen-age presentation was prepared by Eugene Gilbert & Co. on a nationwide basis, after a preliminary Chicago pilot survey, and purports to show that teens find tv "most entertaining" (70%) but newspapers "most practical" (54%), using the latter "more now than year ago" (52%). Survey also claims to show that as teens get older (18-19) tv is least "hardest to be without." In fact, they turn more to newspapers and radio. Conclusion is that "the newspaper overtakes tv as maturity overtakes the teenager." Additionally, tv advertising is "liked least" and newspapers "most" by 59% of teens.

Bureau of Advertising also reported continuing field (local newspaper) reports on its "Sponsor, Sponsor, Who Is the Sponsor" quiz, claiming that almost representatively, about 37% of prospects and customers interviewed can identify the sponsor of a given network tv program. Over 200 NAAA members have ordered the bureau's promotion piece.

Some promotion pieces have caused local automotive dealers to re-evaluate their advertising budgets and reduce their radio-tv outlays, according to Edward A. Falasca, bureau promotion manager. He also revealed that an executive "with substantial interests in tv and radio" and 1/500th ownership in a Mississippi newspaper, plus ownership of a car dealer franchise, puts 75% of his ad budget into newspapers. He identified the executive as Dumas Milner.

ANPA Bureau also has been active recently on a tv spot study designed to show a limited ability by viewers to recall sponsor of chainbreak announcements beyond 10 seconds after seeing them.

Among bureau observations on commercials are these:

(1) "Surveys show that the big majority of people want newspapers with advertising

JOHN P. CUNNINGHAM, (l) president of Cunningham & Walsh, Inc. and Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt, plan for Advertising Week, Feb. 10-16. The observance is co-sponsored by the Advertising Federation of America and the Advertising Assn. of the West. Mr. Brophy is general chairman this year. Cunningham & Walsh is task force agency.

but would prefer tv without it."

(2) "A tv spot missed is a tv spot lost."

(3) "Ratings are an iffy thing—and the advertiser cannot predict the tv audience his ad dollars will buy." But the daily newspaper audience he buys is constant, not shifting—and guaranteed by the Audit Bureau of Circulations."

(4) "About one-third of all women in the U. S. are working women. Daytime tv can't reach them but daily newspapers can and do."

(5) "Familiarity breeds sales in newspapers. That is the difference between the irritation and resentment a captive viewer may feel over a repeated commercial."

Despite newspapers' claims about receiving more advertising ($3,087,800,000) than radio, tv, magazines and outdoor combined in 1955—and acknowledged lead over tv last year in all advertising, despite television's No. 1 rank in national advertising dollars—NAEA delegates were told that leading national drug and grocery advertisers haven't accepted newspapers yet as "the basic medium" and were reminded of a percentage decrease in national ad dollars for newspapers.

Comparative cost increases among network and spot radio-tv and other media were cited in a talk by Cliff Samuelson, director of grocery products advertising. General Mills Co., claimed that newspapers have failed generally to price themselves "competitively" and afford adequate and comparable discounts.

Effect resulting from discontinuance of factory-dealer co-op advertising funds by General Motors and Chrysler Corp. [B•T, Jan. 14] was canvassed for the automotive industry by Roland R. Postel, Detroit regional manager for the ANPA Bureau of Advertising. He expressed belief automotive advertising will be larger in 1957 and newspapers will get an increased allocation. He stated:

"One effect of the co-op policy change . . . is that the factories feel they will now be free to develop markets they believe have sufficient potential to repay increased promotion. Under the co-op arrangement, the amount of advertising in a given market was largely dependent on the number of cars sold in that market. Now additional advertising pressure can be exerted where the manufacturer's potential appears to warrant it."

Mr. Postel urged newspaper admen to maintain steady dealer contact and also revealed "millions of dollars in unused cooperative funds" will be refunded to dealers, giving them additional monies of their own for advertising this year, over and above out-of-pocket appropriations. At least in the case of GM, unless newspapers actively woo these dealers, he warned, "the money may go into radio or tv."

McCarty Co. Plans More Use Of Radio, Tv, Printed Media

INCREASED use of radio, tv and printed media is planned by McCarty Co., Los Angeles, for California Long White Potato Advisory Board, Bakersfield, Calif., which has appointed the McCarty agency to handle its advertising campaign for the fourth successive year.

With an increased budget of about 25% over last year, increased expenditures throughout are contemplated, the agency reported, although plans are not yet finalized. Last year saturation radio was used in five markets, starting in May, on KLAC Los Angeles, KLIF Dallas, WKMH Detroit, WHK Cleveland and WFBM Indianapolis.

Possibly seven markets may be included in this year's radio drive. Last year's use of television was largely on a tie-in basis, but in 1957 some tv time may be purchased for the account.

General Foods Drops 'Hiram'

GENERAL FOODS, N. Y., will drop its sponsorship of *Hiram Holiday* on NBC-TV, Wed., 8-8:30 p.m., and will become instead the alternate week sponsor of *Wells Fargo* (Monday, 8:30-9 p.m.) effective March 18. Pall Mall cigarettes will be the alternate sponsor of the show effective March 25. The cigarette firm was alternate sponsor of *Stanley*, which will be succeeded by *Wells Fargo*. Young & Rubicam, N. Y., is agency for GF and SSC&B services the Pall Mall account.

MM&M Signs for 'Amos 'n' Andy'

MINNESOTA Mining & Mfg. Co., St. Paul, for its new "Scotch Brand" mastic tape, has signed with CBS Radio for 12 five-minute segments in the network's *Amos 'n' Andy Music Hall* (Mon.-Fri., 7-7:45 p.m.; Sat., 12:05-12:30 p.m.), it was announced last week by John Karol, vice president in charge of sales. The purchase, through BBDO, Minneapolis, becomes effective March 4. Contract calls for three participations weekly for four weeks.

Drive-Ins Ripe for Radio, Analyst Sindlinger Avers

THE BOOMING drive-in theatre business has been overlooked by radio as an advertiser prospect although this industry can use radio to maximum advantage.

This observation was made to B•T last week by Albert E. Sindlinger, president of Sindlinger & Co., Ridley Park, Pa., business analysts, preparatory to a talk he is to give tomorrow (Tuesday) before more than 2,500 members of National Allied Drive-In Theatres of America in convention in Cincinnati. Among the points he will stress in his talk, Mr. Sindlinger said, is the importance of considering radio advertising, particularly in view of the large listenership in automobiles.

The Sindlinger organization conducts audience research for radio, television, motion pictures, newspapers, magazines, books and travel on a daily basis throughout the U. S. On the basis of the organization's findings, Mr. Sindlinger said, it is estimated that 30% of drive-in theatre attendance is "spontaneous, spur-of-the moment." He will recommend to drive-in owners that they explore the possibility of sponsoring programs between 5 p.m. and 7 p.m. as a means of stimulating interest in attendance.

Mr. Sindlinger said that although radio stations have not concentrated on selling drive-ins and these theatres largely have neglected radio, drive-in operators who have utilized radio report "most satisfactory results."

Mr. Sindlinger supported his thesis on the potential value of radio advertising to drive-ins by pointing out that in an average day between 80 to 86 million people ride in automobiles. Research indicates, he said, that up to 50 million people each day listen to a radio in an automobile. He believes that radio advertising in the 5-7 p.m. segment (when a motorist may be mulling his plans for the evening) may very well inspire a driver to attend a drive-in theatre.

10 Buy 'T-H-T' Participations

PARTICIPATIONS totaling nearly $500,000 in gross billing have been ordered by 10 advertisers in NBC-TV's "T-H-T" program lineup. Placing the total of 61 participations, in *Today*, *Home* and *Tonight* are: American Sta-Dri Co. (paints), Brentwood, Md., through J. Gordon Manchester Adv., Washington, D. C.; Masonite Corp., through Buchen Co., both Chicago; Niagara Therapy Mfg. Co. (cyclo thermopad), Adamsville, Pa., through W. S. Walker Adv., Pittsburgh; Bon Ami Co. (Jet Bon Ami), through Ruthrauff & Ryan, both New York; Bourjois Inc. (Evening in Paris deodorants), through Lawrence C. Gumbinner Adv., both New York; Washington State Apple Commission, Wenatchee, through MacWilkens, Cole & Weber, Seattle; Cluett, Peabody & Co. (Sanforized trademark), through Young & Rubicam, both New York; National Homes Corp. (prefabs), Lafayette, Ind., through Applegate Adv., Muncie, Ind.; Roquefort Assn. Inc. (cheese), through George Gero Adv., both New York, and Structo Mfg. Co. (toys), through C. Wendell Muench & Co., both Chicago.

LET'S AVOID 'BY THE NUMBERS' TIMEBUYING

MR. PARDOLL

It takes more than statistics to make a good broadcast buy. So said Arthur Pardoll, media group director of Foote, Cone & Belding, before a seminar of the Radio-Television Executives Society in New York last Tuesday. He offered 12 other yardsticks, which appear below in condensed text.

A WEAKNESS in some timebuyers is a tendency to rely overly much on slide rule calculations in their evaluation. It is a particularly common practice to rate availabilities strictly on a statistical basis, without considering other important factors. In many cases this results in missed opportunities which might offer enough qualitative advantages to compensate for any statistical weakness.

As a concrete example, let's say we are considering two availabilities for a client with a product for women. Program A has twice the number of listeners as Program B, yet investigation may show that Program B has much stronger appeal to older women—the group we especially want to reach with our product message. Buying statistically, we'd have bought Program A, with a smaller percentage of the women we want to talk to.

Let's see now if it is possible to make some of the intangibles more tangible. What should the ideal timebuyer watch for?

Here are 12 headings our timebuyers use routinely. They're not strict rules, but they are useful guideposts for effecting the best buys for clients.

Faced with a broadcast media selection, we ask ourselves these questions:

1. What is the climate under which the commercial will be seen or heard? Is the program environment compatible with the message? Is it integrated with the program?

Most of us are familiar with the *Medic* television program and its generally serious format. The sponsor here must be very careful in the preparation of his message, to be sure that it fits into the environment of the program structure. A strong, hard-sell commercial or a light, animated cartoon-type commercial would be out of place.

2. Does the program reach the right people at the right time?

One could argue, for example, that a tired homemaker doesn't want to hear a hard-sell laundry product message during the evening hours when she's trying to relax. The product might better be sold on a daytime soap opera.

3. Does this particular station adhere to its published rates? Is the same rate offered to all advertisers? Is a packaged rate offered to all?

We have found many stations today are prone to offer package buys. If these are new, we're quite interested in seeing them on the rate card, offered to all advertisers. Otherwise, we wonder whether others may be buying virtually the same package at lower rates.

4. What about the general integrity of the station people involved? What has been our past experience with their fulfillment of commitments?

I mention this because, unfortunately a few stations in the past have made us promises of special promotion, merchandising and other help, then fail to deliver after the business was secured. By and large, I must add we have found the broadcasting industry basically honest in this regard.

5. Does the station come up with its own creative ideas about how to use its facilities better?

For example, in radio today, everyone is interested in the early morning hours. Yet there are stations in industrial areas where late afternoon time is just as important audience-wise from the client's point of view. Does the station call this to our attention and, more important, document its case with facts and figures?

6. Does the station offer improvements of its own?

There are few stations today showing interest in a client's campaign once business is secured. Some, I'll admit, improve schedules from time to time on their own, but the usual practice is for the timebuyer to continually negotiate for improvements. That shouldn't be necessary.

7. Does the station try to understand our problem?

The strategy for each of our clients, as you may know, is directed by an overall marketing plan. This determines what we're going to say, how we're going to say it, and to whom it will be said. Our marketing plan for Client X, for example, may indicate the use of early morning radio spots. (What marketing plan doesn't these days?) Yet after hearing the objectives of the campaign carefully defined, many reps will still try to sell us something different.

8. What about this station's merchandising cooperation? This is not a primary media consideration but all things being equal can be decisive.

Merchandising cooperation doesn't necessarily mean mailing post cards, securing displays or sending letters to the trade. More important, it involves personal contact with key people to sell them on the advertising support being given products handled in their stores. When this is done properly, it can result in retailers building their inventories to meet increased demand, and that's the kind of merchandising support that builds station billing.

9. What personality factors are involved in the prospective buy?

We're all familiar with radio and television figures whose audience more than makes up in enthusiasm at the point of sale for what it lacks in numbers. In today's increasingly competitive situation, any impetus that can be added to a product's sales effort is helpful and desirable. A popular local disc jockey, for instance, can be considered part of the client's sales force since his endorsement of a product frequently creates new users.

10. Does the station abide by its scheduling promise? Is it overly commercial? Do they routinely triple-spot?

The trend in radio today, as you know, is toward saturation purchases. Since this involves a tremendous number of commercials, it's important to us that there be adequate separation. So we're always interested in whether a station provides a fifteen-minute separation if asked, and if they're careful to separate competing brand or brands with similar sales appeals.

In order to avoid loss of business, some stations jam popular periods with commercials, thus diluting the effectiveness of each one individually. Under such circumstances it might be wiser for us to place our business in a less popular time period on the same station or another station.

11. How much public service programming does the station do?

Frequently this is a measure of its interest in the community and the community's interest in the station. Since spot buying is on a local level, the intimate relationship of a station to its community is vital.

12. What is the general acceptance of the station within the local business community? Is it used extensively for advertising by local retailers?

Usually this is a most helpful barometer and many station reps miss a good bet when they fail to tell the agency about their local successes. Unlike national advertising where sales are reflected on a regional or national basis and individual weaknesses can thus be concealed, the local advertiser must find his efforts productive. If the cash register doesn't ring, he quickly becomes an ex-advertiser. So a station's local track record is an important measure of influence.

I do not pretend that this list of intangibles is complete. It is intended only as a starting point, as an indication of some of the factors every timebuyer must weigh. But it is important that some start can be made, for it is the ability to go beyond the numbers, to exercise judgment and imagination, that determines the timebuyer's ultimate worth to his client and to his agency.

Workshop to Probe Broadcasting Problems

HOW do leading advertisers successfully handle the "difficult" day-to-day problems that crop up in broadcasting?

This question covering the broad range of the broadcast business—including tv commercial pre-testing, radio buying, costs and effectiveness of filmed and live commercials, color and spot tv and network programming costs—is scheduled for discussion at a special, one-day workshop to be held Feb. 14 by the Assn. of National Advertisers at the Plaza Hotel in New York.

Agency executives, as well as advertiser and station spokesmen are scheduled to appear as speakers at the workshop that has as its theme, "Where Radio and Tv Stand Today." Question-and-answer periods will be included.

The program as announced by the workshop chairman, George Abrams, vice president in charge of advertising, Revlon Products Inc., New York, with speaker and topic, follows:

Sherwood Dodge, vice president, Foote, Cone & Belding, on "Pre-Testing Tv Commercials"; Mary McKenna, director of research and sales development, WNEW New York, "Is Radio Still a Good Buy?"; Bob Foreman, vice president in charge of radio and tv, BBDO, "Comparing Costs and Effectiveness of Filmed and Live Commercials"; Samuel Thurm, director of media division, Lever Bros., "Our Experience With Color Tv"; Linnea Nelson, buyer-consultant, Kudner Agency, "When Spots Become Available—Who Gets 'Em?", and C. Terrence Clyne, vice president and chairman of plans review board, McCann-Erickson, "Are the Costs of Network Programming Coming Down?".

According to ANA, the radio and television workshop is one of a series planned for this year which will deal with a wide range of topics related to advertising. All of the workshops will be for ANA members and closed to newsmen.

GASOLINE-OIL IN NEW YORK TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product and Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Gulf Oil Corp. (Young & Rubicam)	1	1	4	116
2.	American Oil Co. (Joseph Katz)	1	1	1	32

NEW YORK (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Texas Co. (Cunningham & Walsh)	—	6	52	202
2.	Gulf Oil Corp. (Young & Rubicam)	1	1	4	80
3.	Esso Standard Oil Co. (McCann-Erickson)	—	1	18	73
4.	Socony Mobil Oil Co. (Compton)	—	2	11	52
5.	American Oil Co. (Joseph Katz)	1	1	1	45
6.	Cities Service Co. (Ellington)	—	1	5	38

In the above summary, the monitoring occured the week ending Dec. 8, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.

Merchandising's Value Outlined at RTES Meet

MERCHANDISING can not be regarded as a means to an end in marketing but as an adjunct, counseled Edward F. Braden, Foote, Cone & Belding vice president, at a roundtable luncheon held Wednesday in New York by the Radio & Television Executives Society.

Mr. Braden discussed merchandising and its relationship to media, sharing the platform with R. C. (Jake) Embry, vice president and general manager of WITH Baltimore.

While merchandising is no substitute for a good media buy, it is an important service to the advertiser that can be provided by the station, Mr. Embry said, describing in detail how WITH has gone about its merchandising activity.

Emphasizing that merchandising was not an end unto itself, Mr. Braden warned that much of it is waste—in effort, time and money. At one point, he asserted that millions of dollars are spent each year by advertisers for brand products alone for display which is only one facet of merchandising. He felt, too, that the only fully documented merchandising efforts are those which are successful, and said he had a "feeling" that there are more failures than successes.

Mr. Braden, however, underscored the importance of merchandising via media, stressing that the media which do "the best merchandising" will affect selection of the medium to be used by the client.

He said it was not up to the media or advertising agency to secure distribution for the product but asserted that advertising media ought to have a marketing package to aid distribution.

WITH's reasons for employing a full-scale merchandising service included, according to Mr. Embry, the following:

The advertiser should get results in the maximum degree; merchandise ought to be moved off the shelves so that he can feel the movement and consider that his advertising has been made more effective. This helps when renewal time comes around, he added.

Shoppers' decision in "impulse buying" can be sharpened or speeded up by radio pre-selling and display (via merchandising) serving as a reminder.

In a big market, a radio outlet must be aware of competition, not only in radio but in other media as well—who is merchandising and how much.

Ad, Editorial Art Exhibit Set

THE TWELFTH ANNUAL West Coast Exhibition of Advertising and Editorial Art will be held Feb. 27 through March 27 at the State Museum of Science and Industry, Los Angeles, under the auspices of the Art Directors Club of Los Angeles. Some 200 complete advertisements, original drawings, paintings, photographs and tv commercials will be exhibited, selected from more than 2,000 entries submitted by artists and art directors in the 11 western states. Awards of distinctive merit will be given to winning entries in each of 25 categories.

A DOLLAR will go a long way these days on WHO Radio!

Take 8 a.m. to 12 noon as an example . . .

WHEN you consider what's happened to the purchasing power of the dollar, it's mighty impressive to see what a buck will still buy in national spot radio—*especially WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual *listening* homes.

That's 1,136 homes for a dollar, or 1,000 homes for $.88—ALL LISTENING TO WHO!

That's the rock-bottom minimum. Over and above this proven audience, 50,000-watt WHO is heard by hundreds of thousands of *unmeasured* listeners, both in and outside Iowa. Bonus includes Iowa's 573,000 car radios and 527,000 extra home sets—plus vast audience in "Iowa Plus"!

Let your PGW Colonel give you all the facts on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

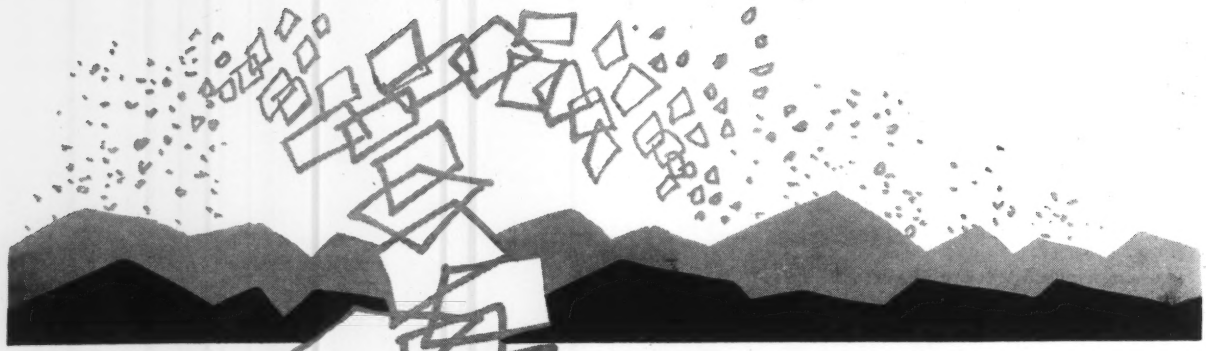
WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

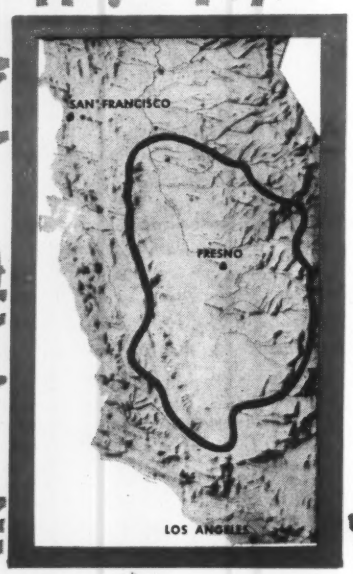
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives



Hundreds write

It's the only station they can get



You should see the mountain of mail that KFRE is pulling from the rugged hill country that comprises one-third of Central California — and this is a special kind of mail.

It is being written by hundreds of families to express their warm, personal, daily appreciation of the VHF signal which not only introduced them to television but is also bringing them the only picture they can get.

Channel 12 can reach thousands of these foothill families. And it certainly has—right in their hearts.

This same powerful signal now gives you CBS coverage of over a million people in the rich San Joaquin Valley, too. By any measure, it is your most productive Central California buy.

KFRE-TV FRESNO CBS

"Ask your Blair TV man"

The only TV station between San Francisco and Los Angeles with the complete CBS Network schedule.

Paul R. Bartlett, President
Ed. J. Frech, Manager
Bob Klein, Sales Manager

New Offices Shown By McCann-Erickson

WHAT its officials described as the most modern television facilities available were unveiled by McCann-Erickson last week to give newsmen an advance look at its spacious new home office quarters occupying 14 floors of a new 30-story office building at 485 Lexington Ave., New York.

Described in a closed-circuit telecast by Vice President Ted Bergmann of the tv-radio department, the quarters include a control room capable of transmitting four tv programs simultaneously with closed circuit system operating to all floors, four screening rooms with seating capacities from 20 to 75 each, a cutting room, a prop room, live cameras on the premises, 16 mm projectors, closed-circuit lines from all three tv networks, and an exclusive arrangement with Empire Broadcasting Co. for the transmission of 35 mm film. The equipment is designed for color as well as black-and-white although transmissions are in black-and-white "at this time."

The agency's tv-radio department, which is headed by Vice President C. Terence Clyne, currently is billing at a rate of more than $100 million a year.

The preview of the new "home office" came as McCann-Erickson began shifting 1,100 New York employes into the new quarters in what it described as "the largest office move ever made by an advertising agency." The move was slated to be completed by today (Monday), when the new home office officially opens for business. The new telephone number is Oxford 7-6000.

Agency departments now situated in five different buildings in New York are being consolidated in the new quarters. However, the agency's world-wide corporate headquarters will remain at 50 Rockefeller Plaza, together with the company's International Division (McCann-Erickson Corp.). The Marschalk & Pratt Division and Communications Counselors Inc., public relations affiliate, will continue at their present quarters at 460 Park Ave. and 535 Fifth Ave., respectively.

"Utmost in Convenience"

Officials explained that the new home office, occupying a total area of 208,000 square feet, has been designed throughout to "provide the utmost in convenience and efficiency." They pointed out that departments, which work together have been placed in close proximity, and floor layouts have been arranged functionally to correspond with the flow of work through the agency. Communications will be speeded, they said, by an automatic mail conveyor operating between all floors and a 10-position central switchboard connecting telephone facilities at both 475 Lexington Ave. and 50 Rockefeller Plaza.

Among other features of the new quarters are year-round air conditioning, special fluorescent lighting and recessed file and storage cabinets. Employes will have their own luncheon room and lounge, and a hospital room with a full-time registered nurse in attendance.

Each floor has its own conference room equipped with tape-recording facilities. Three additional conference rooms for the agency's marketing plans, creative plans and plan review board are equipped with tv screens, radios and projection booths.

Two receptionists will be on duty in the lobby reception room inside the main entrance to the building. A feature of the reception room is a large wall map, showing the agency's global network of 37 offices in the U. S. and abroad.

DISCUSSING the coming opening of McCann-Erickson's new home office quarters, occupying 14 floors of a new 30-story office building at 485 Lexington Ave., New York, are eight of the company's top executives. L to r: seated, Senior Vice Presidents John Tinker, Chester A. Posey, George H. Giese, and standing, Vice Presidents Donald B. Armstrong Jr., Thomas P. Losee, Stuart D. Watson, Rudyard McKee and C. Terence Clyne.

Falstaff Corp. to Sponsor '49'ers Football Broadcasts

BROADCASTING rights to all of the San Francisco Forty Niners' football games for 1957 and 1958 have been purchased by Falstaff Brewing Corp., it was announced jointly by Alvin Griesedieck Jr., advertising director of Falstaff and Tony Morabito, co-owner of the football club.

Mr. Griesedieck also said the brewery will repeat its regional sponsorship of the pro *Game of the Week* telecasts in 1957 on CBS-TV stations in California, Arizona, Nevada and west Texas.

A&A SHORTS

McCurry, Gunn, Enright Inc., Norfolk, Va., announces change of name to McCurry, Henderson, Enright Inc. Address: Suite 121, Franklin Bldg. Telephone: Madison 7-4969.

Beam & Milici, Honolulu, has been dissolved. Paul Beam and Ray Milici have split accounts of former agency and set up separate firms. Mr. Beam heads Paul Beam Assoc. at 850 Richards St. and Mr. Milici has set up Milici Adv. Agency at 850 Kapiolani Blvd., both Honolulu.

Littman Co., advertising, merchandising and public relations firm, has opened offices at 18 W. 56th St., N. Y. Mr. Littman, president of company, formerly was vice president-account director at Ovesey & Straus, same city.

NETWORK NEW BUSINESS

Allis-Chalmers Mfg. Co., Milwaukee will sponsor tribute to Thomas A. Edison to be presented on Feb. 11 on NBC Radio's *Biographies in Sound* (8:05-8:55 p.m. EST). Agency: Bert S. Gittins Adv., Milwaukee.

Breast O' Chicken Tuna Inc., San Diego, to sponsor "Maurice Chevalier's Paris," an NBC-TV spectacular, on March 6 (Ash Wednesday), to inaugurate its Lenten promotion. Agency: Foote, Cone & Belding, L. A.

Radio Bible Class of Grand Rapids, Mich., effective Feb. 3, buys second series of *Radio Bible Class* on ABC Radio, Sun., 4-4:30 p.m. (CST). Agency: John M. Camp & Co., Wheaton, Ill.

NETWORK RENEWALS

Mary Ellen Inc., Berkeley, Calif. (jams and jellies), has renewed sponsorship of *Harry Babbitt Show* on 21-station Columbia Pacific Radio Network, 7:45-8 a.m. PST, on Mon.-Wed.-Fri. and Tues.-Thurs. alternating basis. Agency: Jewell McDonald Adv., S. F.

Highland Church of Christ, Abilene, Tex., through Martin Co., Chicago, has renewed its *Herald of Truth* religious program on ABC Radio (Sun., 1-1:30 p.m. EST), effective Feb. 3.

AGENCY APPOINTMENTS

Colgate-Palmolive Co., N. Y., for Brisk toothpaste, has appointed Cunningham & Walsh, N. Y.

Weco Products Co. (Dr. West toothbrushes), Chicago, appoints Henri, Hurst & McDon-

ald Inc., same city, for new denture product. J. Walter Thompson services company's toothbrush account.

A&P Super Markets, Puget Sound area, appoints West-Pacific Agency, Seattle.

Columbia River Packers Assn. (Bumble Bee seafood), Astoria, Ore., names Richard K. Manoff Inc.

Ryder System Inc. (national truck rental and motor carrier firm) names Grant Adv.

Utah Canning Co., Grand Central Markets, Sylvan Life Insurance Co., Ex-Cel-Cis Products, Salt Lake Hardware Co., and **Carpets Inc.** appoint Gardiner Adv. Agency, Salt Lake City, Utah.

Stanley M. Friedman Co. (auctioneer), S. F., names John M. Gallagher Adv., same city.

Croton Watch Co. names Doyle Dane Bernbach, N. Y.

J. A. Wright & Co. (Wright's silver cream), Keene, N. H., has appointed Charles W. Hoyt & Co., N. Y. and Miami.

Voigtlander Co. (35mm cameras, accessories), Braunschweig, Germany, appoints Gourfain-Cobb & Assoc., Chicago.

A&A PEOPLE

Fay H. Williamson, formerly with Crowell-Collier, to H. W. Kastor & Sons, Chicago, as vice president. **Dean Snow, John S. Wiggins,** both account executives with firm, and **James H. West,** head of radio-tv, also named vice presidents of Kastor.

John Peace, vice president and director of William Esty & Co., N. Y., named member of plans board.

Sanford L. Hirschberg, vice president of Dowd, Redfield & Johnstone Inc., N. Y., joins Peck Adv., same city, as vice president and director.

Frank C. Armstrong Jr., director of public relations, and **Stephen H. Richards,** account manager of Buick division, Kudner agency, N. Y., appointed vice presidents.

Donald E. McGuiness and **Lloyd A. Wilson,** account executives at Aubrey, Finlay, Marley & Hodgson, Chicago, elected vice presidents.

Maxfield S. Gibbons, executive on Westinghouse Broadcasting Co. account, Ketchum, MacLeod & Grove, N. Y., named account supervisor.

Lawrence W. Scott, advertising manager, Consumer Products Div. of Westinghouse Electric Corp., to Cunningham & Walsh, Chicago, as vice president and account supervisor on Sears, Roebuck Co., effective Feb. 1.

Richard W. Battan, vice president, Robert Otto & Co., N. Y., appointed executive vice president and director.

Walter S. Driskill, vice president in charge of marketing, Gunther Brewing Co., Baltimore, to Warwick & Legler, N. Y., as vice president and account supervisor.

Robert E. Abbott, account executive, creative director and assistant to president, Burton Browne Adv., Chicago, appointed vice president and general manager of agency.

Edward D. Cummings, media director, Robert W. Orr & Assoc., N. Y., appointed vice president.

Harry D. Honig Jr. joins Batz-Hodgson-Neuwoehner Adv., St. Louis, as account executive.

Alden Olson, formerly account executive, The Bidle Co., Chicago, to Barnes Chase Co., L. A., in similar capacity.

LATEST RATINGS

TRENDEX

TOP 10 TV SHOWS, WEEK OF JAN. 2-8

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	Rating
1.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	46.2
2.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	40.7
3.	Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	39.3
4.	GE Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	37.6
5.	Talent Scouts	Lipton Tea Toni	Young & Rubicam North Adv.	CBS	163	Mon., 8:30-9	36.0
6.	Wednesday Night Fights Championship Robinson-Fulmer	Pabst Mennen	Leo Burnett McCann-Erickson	ABC	107	Wed., 10-11:15	35.3
7.	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mitchun Foote, Cone & Belding SSC&B Perrin-Paus Kenyon & Eckhardt SSC&B	NBC	121	Sat., 8-9	30.9
8.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	30.3
9.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	29.5
10.	The Line-Up	Brown & Williamson Procter & Gamble	Ted Bates Young & Rubicam	CBS	176	Fri., 10-10:30	28.5

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING DECEMBER 22, 1956)

Rank	Program	Sponsor	Agency	Net-work	Approx. No. of Stations	Day & Time	†Total Audience Tv Homes Reached (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	18,662
2.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	18,360
3.	Saturday Color Carnival	Oldsmobile RCA	Kudner Kenyon & Echhardt	NBC	125	Sat., 9-10:30	17,003
4.	Disneyland	American Motors American Dairy Derby Foods	Geyer-Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	176	Wed., 7:30-8:30	15,231
5.	Perry Como Show	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding SSC&B Perrin-Paus Kenyon & Eckhardt SSC&B	NBC	121	Sat., 8-9	14,778
6.	Jack Benny Show	American Tobacco Co.	BBDO	CBS	172	Sun., 7:30-8	14,590
7.	G.E. Theater	General Electric Co.	BBDO	CBS	148	Sun., 9-9:30	14,175
8.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	13,685
9.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	13,534
10.	Steve Allen Show	U. S. Time Jergens Brown & Williamson Polaroid	Peck Adv. Robert W. Orr Ted Bates Doyle Dane Bernbach	NBC	129	Sun., 8-9	13,384

Rank	‡Average Audience, Tv Homes Reached (000)
1.	I Love Lucy 17,531
2.	Ed Sullivan Show 14,816
3.	Jack Benny Show 13,195
4.	G. E. Theater 12,893
5.	December Bride 12,856
6.	$64,000 Question 12,554
7.	Perry Como Show 12,479
8.	Saturday Color Carnival 12,403
9.	Arthur Godfrey's Scouts 12,366
10.	Disneyland 12,290

Rank	Total Audiance, % of Tv Homes Reached
1.	Ed Sullivan Show 51.0
2.	I Love Lucy 50.0
3.	Saturday Color Carnival 46.8
4.	Disneyland 42.1
5.	Perry Como Show 40.8
6.	Jack Benny Show 39.9
7.	G. E. Theater 39.3
8.	Arthur Godfrey's Scouts 37.6
9.	December Bride 37.5
10.	Alfred Hitchcock Presents 36.8

Rank	*Average Audience, % of Tv Homes Reached
1.	I Love Lucy 47.7
2.	Ed Sullivan Show 40.5
3.	Jack Benny Show 36.0
4.	G. E. Theater 35.8
5.	December Bride 35.3
6.	Arthur Godfrey's Scouts 35.1
7.	Perry Como Show 34.4
8.	Saturday Color Carnival 34.2
9.	$64,000 Question 34.0
10.	Disneyland 34.0

[Details on Programs in Preceding Tables Not Listed in Top Table]

Arthur Godfrey's Scouts	Lipton Tea Toni	Young & Rubicam North Adv.	CBS	163	Mon., 8:30-9
Alfred Hitchcock Presents	Bristol Myers	Young & Rubicam	CBS	110	Sun., 9:30-10

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
(*) Percented ratings are based on TV homes within reach of station facilities used by each program.

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Robert Benson, director of account service, John W. Shaw Adv. Inc., Chicago, to account management staff of Earle Ludgin & Co., same city. **James L. Lurie,** media department of Edward H. Weiss & Co., Chicago, to Ludgin's media research staff.

John M. Ryan, assistant advertising manager of Consolidated Foods Corp., Chicago, to account staff of Wherry, Baker & Tilden Inc., same city.

Lee Spangler, copy director at Fletcher D. Richards Inc., Chicago, to Knox Reeves Adv., Minneapolis, in similar capacity. **John Hackett,** formerly with Jos. Katz Co., Baltimore, to Reeves agency as timebuyer.

Seymour R. Parker, formerly with Grey Adv. and Norman, Craig & Kummel, both N. Y., to Ted Bates & Co., N. Y., as spacebuyer on Colgate-Palmolive account.

Jackson L. Parker, advertising manager-public relations director, Int'l Packings Corp., Bristol, N. H., to James Thomas Chirurg Co., Boston, as media director.

S. Cecil Bernsley, director of advertising, Food Fair Stores, to Ted Bates & Co., N. Y., marketing department, as executive in charge of promotional plan development.

Frank Ford, formerly with Donahue & Coe, to Warwick & Legler, both N. Y., as plans executive in agency's creative department.

Irving Smith Kogan, public relations director, J. M. Hickerson Inc., N. Y., will resign Feb. 1 to join Hicks & Greist, same city, in similar capacity.

Joan Hendricks, Robert S. Risman, Buffalo, N. Y., named copywriter.

Joan M. Wilke, formerly with Klau-Van Pieterson-Dunlap Inc., Milwaukee, Wis., to Leo Burnett Co., Chicago, as copywriter.

Willis B. Parsons, ABC advertising-promotion manager, has joined the N. Y. office of Campbell-Ewald Co., as copywriter.

John C. Harvey, formerly copywriter at Leo Burnett Co., to creative staff of Campbell-Mithun Inc., both Chicago.

C. Leon Bennett, announcer-news writer, WFIW Fairfield, Ill., to Frank Block Assoc., St. Louis, copywriting staff.

Constance Alderson, stage manager of British comedienne Joyce Grenfell's U. S. concert tour last fall, to N. W. Ayer & Son, Phila., production department.

George P. Millington, eastern representative *Better Homes and Gardens,* appointed marketing specialist for Gray & Rogers Adv., Philadelphia.

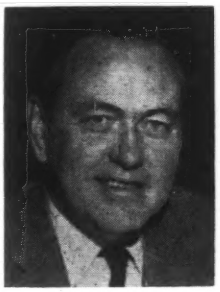
Morton Downey, singer and director of several Coca-Cola companies, retained by McCann-Erickson, Coca-Cola's agency, N. Y., as consultant on sales promotion, merchandising and public relations appearances on behalf of Coca-Cola.

Jay C. Williams, 69, vice president and director of Goodkind, Joice & Morgan Inc., Chicago, until his retirement in 1955, died Jan. 19.

LOEW'S TO BEGIN TV FILM PRODUCTION

- **Letter Reveals Loew's Plans**
- **Barry To Head New Operation**

LOEW'S INC. last week disclosed plans to enter the tv film production field, acting upon the final phase of a blueprint advanced several months ago to place the company in the distribution, station ownership and production areas of television.



MR. BARRY

Loew's move into tv film production was revealed in a letter to stockholders by Joseph R. Vogel, president, accompanying the organization's annual report for the fiscal year ended Aug. 31, 1956. The production operation, along with the distribution and station ownership activities, will be under the jurisdiction of MGM-TV, headed by Charles (Bud) Barry, vice president in charge of television activities.

In a separate announcement, Mr. Barry said an MGM-TV program board that has been functioning for several weeks, has been considering some 1,500 titles of MGM feature films for possible tv series adaptation. Among the titles cited by Mr. Barry were "The Thin Man," "Min and Bill," "Scaramouche" and "Andy Hardy." Before undertaking pilot films, the announcement said, Mr. Barry will confer with members of his sales organization in New York on the suggested titles and meet with New York agencies and clients who may be interested in the production of the film series.

Mr. Barry, who has been operating out of New York, will make his headquarters in Hollywood, where he will be able to maintain close contact with the MGM-TV program board which consists of Mr. Barry and Adrain Samish, director of programs; Sam Marx, executive producer; Ruth Kyle, program coordinator, and Maurice Gresham, western television sales manager.

In the company's annual report, Mr. Vogel revealed that for the fiscal year ended last August net profit after taxes amounted to $4,837,729 (equivalent to $.91 per share), compared to $5,311,733 (equivalent to $1.03 per share) in the preceding year. The company sold its pre-1949 library of more than 700 feature films to 29 tv stations with contracts signed amounting to more than $31 million in gross income. The company-owned WMGM New York, the report said, without revealing figures, showed "an increased profit" over the previous year.

RKO Tv Buys 104 Half-Hours Of 'Playhouse of Stars' Films

PURCHASE by RKO Television of 104 half-hours of dramatic film programs carried on the *Schlitz Playhouse of Stars* network program was reported last week by Robert Manby, RKO Teleradio vice president in charge of RKO Television. The films were acquired for about $1.2 million from Eridian Productions, New York, which had owned and produced the series for four years.

Mr. Manby said that these films will be made available immediately to stations and sponsors through RKO Television. CBS-TV will continue to carry *Schlitz Playhouse of Stars,* which Revue Productions, Hollywood, currently produces. Mr. Manby reported that re-runs will be marketed under another title, still undetermined.

Unit Four Group to Relinquish Production of 'Kaiser Hour'

UNIT FOUR, a program packaging group originally composed of Worthington (Tony) Miner, Franklin Schaffner, George Roy Hill, and Fielder Cook, will relinquish production of the *Kaiser Aluminum Hour* (NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EST) following the Feb. 12 program.

Talent Assoc. Ltd., an independent packing firm headed by Alfred Levy and David Susskind, which last year signed an exclusive production contract with NBC-TV, will take over the series effective Feb. 26.

Unit Four, which dwindled to three producers-directors last November with the resignation of Mr. Miner, was originally signed to a one-year contract with NBC-TV effective last June 18. It could not be determined whether the network would absorb the cost of cancellation or pass it on to the sponsor, Kaiser Aluminum & Chemical Corp., serviced through Young & Rubicam, New York.

For some time, Unit Four had been at odds with both client and agency about the type of material aired—or scheduled to be aired—on the series. Late last year, Mr. Miner resigned, and at the time, a statement was issued by Unit Four (and agreed upon by Y&R) that the *Kaiser Aluminum Hour* would continue to be a Unit Four production.

New Movie Distribution Firm Formed as Subsidiary to NTA

FORMATION of NTA Pictures Inc., New York, as a subsidiary of National Telfilm Assoc. to function in the theatrical motion picture distribution field, was announced last week by Oliver A. Unger, executive vice president of NTA.

The operating head of this new venture for NTA will be Erwin Lesser, who has been named vice president in charge of distribution, Mr. Unger said. Mr. Lesser has been active in the theatrical film distribution field for more than 20 years and served most recently with Pacemaker Pictures and Commander Pictures, New York, which he headed. Earlier he had been associated for more than 10 years with Paramount Pictures' foreign and domestic departments.

Mr. Unger said that the first two properties that NTA Pictures will handle for the-

atrical distribution are "Bells of St. Mary's," starring Ingrid Bergman and Bing Crosby, and "Gulliver's Travels." He said the company currently is negotiating with motion picture producers for "a flow of a limited number of outstanding new feature films." Mr. Unger noted that in entering the theatrical field, NTA, which has been in the tv distribution business for more than three years, is reversing a trend of motion picture companies entering tv.

RKO Teleradio Distribution Pact Not to Affect Its Tv Operations

RKO Teleradio Pictures' contract with Universal-International Films Inc., under which the latter organization will distribute motion pictures begun by RKO film studios prior to Dec. 31, 1956, will not affect the television operations of RKO Teleradio, Thomas F. O'Neil, RKO Teleradio president, said last week. RKO Television will continue to distribute tv films series as heretofore, Mr. O'Neil added.

The contract with U-I, Mr. O'Neil said, was undertaken to reduce overhead and will result in a savings of about 53% on each motion picture. He said the company is considering production of tv film series based on story material to which RKO studios holds rights but no firm decision has been made. The contract with U-I was announced last week after reports had circulated of RKO's plans to eliminate its distribution organization.

Sterling Tv Appoints Liebeskind

APPOINTMENT of Nat Liebeskind as general manager of Sterling Television Co., New York, was announced last week by Saul J. Turrell, Sterling president. The move follows Mr. Liebeskind's election to Sterling's board of directors several weeks ago.

Mr. Liebeskind served most recently as general manager of Times Television Co., New York. He is a veteran of the motion picture and television industries, having served at various times as general manager of the Latin American Div. of Universal Pictures, Warner Bros. and RKO Radio Pictures.

Ellsworth Film Company Formed

JAMES ELLSWORTH PRODUCTIONS, a motion picture production company, has been organized by James Ellsworth, formerly with Howard Hughes, as president and David Hayes, associate producer, as vice president.

Allan Chase, tycoon of the Australian rice industry and Poncet Davis, rubber and oil magnate, and others are backing the new company. It already has a half-hour tv sports series, *Champions of Sports*, in the works, with the initial film, dealing with the Los Angeles Rams, now completed.

The firm's first theatrical picture will be a feature film based on the *Kraft Television Theatre* telecast "Five Minutes to Live." Ellsworth headquarters are at 9538 Brighton Way, Beverly Hills, Calif.

OFFICIALS of WJIM-TV Lansing and Gross Telecasting Inc. discuss with Tony Coats (l), Lansing-Jackson furniture and appliance dealer, his recently completed negotiations with General Teleradio for the purchase of the RKO Million Dollar Movies for the area. At the signing with Mr. Coats: Keith Oliver (standing), station account executive, and Hal Gross, president of Gross Telecasting. In the negotiation Coats scheduled two full-run movies per week on WJIM-TV and also signed for a 15-minute daily segment across the board and a saturation spot schedule on WJIM Radio. Total radio and tv budget by Mr. Coats for 1957 is about $50,000.

Paramount News Ends Operation

A SECOND movie newsreel will discontinue its operations. Paramount News, newsreel operation of Paramount Pictures, will end a 30-year service to theatres on Feb. 15. Last August, Warner-Pathe ceased operations. Left in the newsreel field now are Fox Movietone, Universal News and Metro-Goldwyn-Mayer's News of the Day. A decline in newsreel business among theatres is reported, with reasons given as economy moves by exhibitors and the competition of tv news coverage.

49 'Rocket 86' Packages Sold

SALES of "Rocket 86" package of feature films in 49 markets during its first month of distribution was announced last week by Harold Goldman, National Telefilm Assoc. vice president in charge of sales.

The package contains 78 motion pictures produced by 20th Century-Fox. Among the stations which bought the films are: KNXT (TV) Los Angeles, WTOP-TV Washington, WDSU-TV New Orleans, WKRC-TV Cincinnati, KWTV (TV) Oklahoma City, KGMO-TV Kansas City, KVOO-TV Tulsa, KENS-TV San Antonio and KUTV (TV) Salt Lake City.

FILM SALES

MCA Tv Film Syndication Div., N. Y., reports sale of *State Trooper* to Joseph Schlitz Brewing Co. for WNBQ (TV) Chicago; Theodore Hamm Brewing Co. for KSTP-TV Minneapolis; Kroger Supermarkets for WKRC-TV Cincinnati; Coca-Cola Co. for North Dakota and Carling Brewery for Cleveland.

Screen Gems, N. Y., reports sale of 26 cartoons, produced by Tempi-Toon Co., to CBS-TV's *Captain Kangaroo Show*. Screen Gems will distribute cartoons in 11 western states which do not carry CBS-TV program.

Minot Tv, N. Y., reports sale of *The Tracers*, half-hour tv film series, to KRCA-TV Los Angeles, KLRG-TV Las Vegas and WDBO-TV Orlando, Fla., raising total markets in which series placed to 35.

FILM PRODUCTION

Hal Roach Studios is beginning production of second 39-program series of *The Stories of John Nesbitt*, following renewal of the Sunday CBS-TV series by its sponsor, American Tel. & Tel. Co., effective in April. Contract calls for 39 new programs and 13 repeats in full 52-week broadcast cycle. Jerry Stagg produces series, placed for AT&T by N. W. Ayer & Son.

Theatrical Enterprises Inc., N. Y., announces its entry into film production with 39 half-hour series, *Golf with the Champions*, which is being produced in association with Official Films, same city.

FILM RANDOM SHOTS

ABC Film Syndication moves its N. Y. offices to Paramount Bldg., 1501 Broadway. Telephone: Lackawanna 4-5050.

FILM PEOPLE

Association Films, N. Y., has installed Bell System Teletypewriter Service in its four exchange centers to simplify and speed up ordering and booking of public service film programs. Stations may now send messages to Association Films by teletype, using one of the following numbers: Ridgefield, N. J. —NY 4649; La Grange, Ill.—LAG Ill 2651; San Francisco—S.F. 1572 and Dallas —DL 1095.

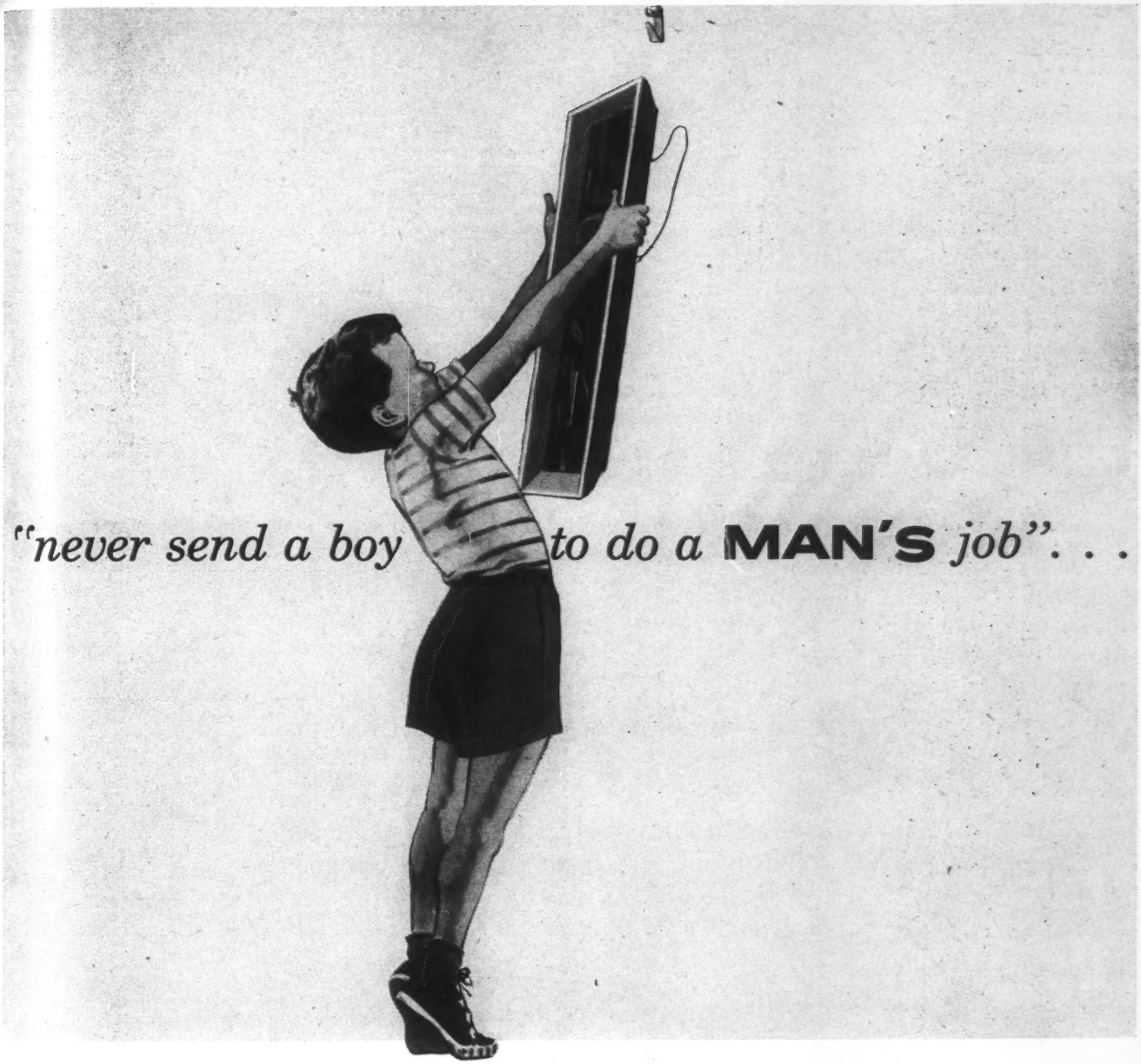
William A. Robinson promoted from sales manager to general manager of sales promotion and training division at Kling Studios Inc., Chicago.

Lou Dickey, sales manager, KMGM-TV Minneapolis, to Guild Films Co., N. Y., as midwest sales supervisor.

Maury J. Glaubman, writer-producer, to Dynamic Films Inc., N. Y., as director of public affairs division.

James Chapin, producer for General Teleradio Pictures, appointed supervisor of newly-established merchandising department for UPA Pictures, Burbank, Calif.

Larry Menkin, tv writer-producer, joins Ziv Tv as associate writer-producer, assigned initially to *West Point* unit.

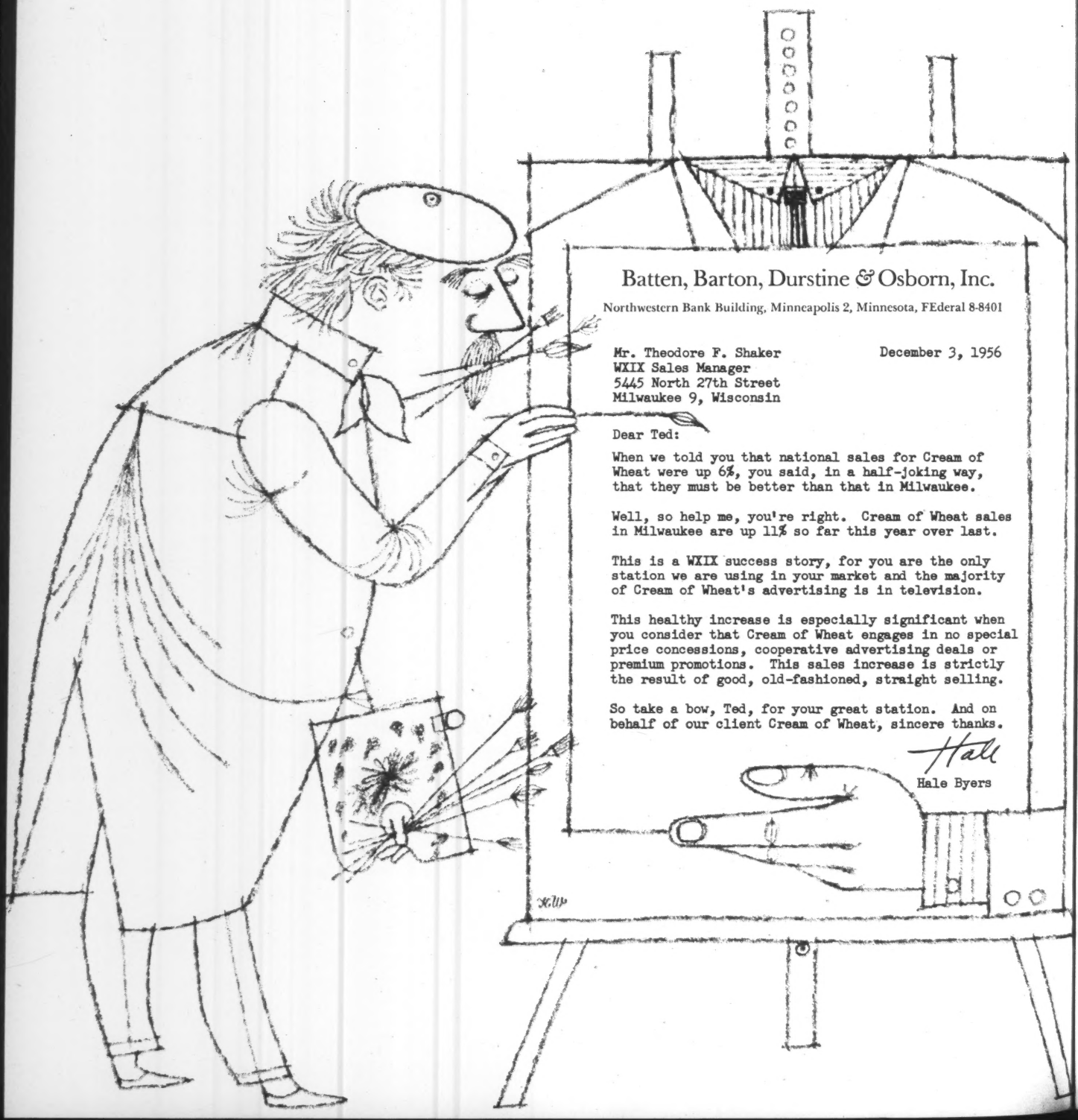


And it's a man-sized job to effectively blanket ALL the rich retail trading area that comprises the greater Dallas-Ft. Worth, North Texas market. It's a market where approximately 64% of all retail sales originate outside this million-plus metropolitan area. It's a market that *only* WFAA covers so well! In fact, it's the station with the *largest* audience of any radio outlet in the State of Texas! Why not let your PETRYMAN give YOU the complete story of the "man-sized radio buy" in Texas?

Radio Services of the Dallas Morning News

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

Edward Petry & Co.,
National Representatives



Batten, Barton, Durstine & Osborn, Inc.

Northwestern Bank Building, Minneapolis 2, Minnesota, FEderal 8-8401

Mr. Theodore F. Shaker
WXIX Sales Manager
5445 North 27th Street
Milwaukee 9, Wisconsin

December 3, 1956

Dear Ted:

When we told you that national sales for Cream of Wheat were up 6%, you said, in a half-joking way, that they must be better than that in Milwaukee.

Well, so help me, you're right. Cream of Wheat sales in Milwaukee are up 11% so far this year over last.

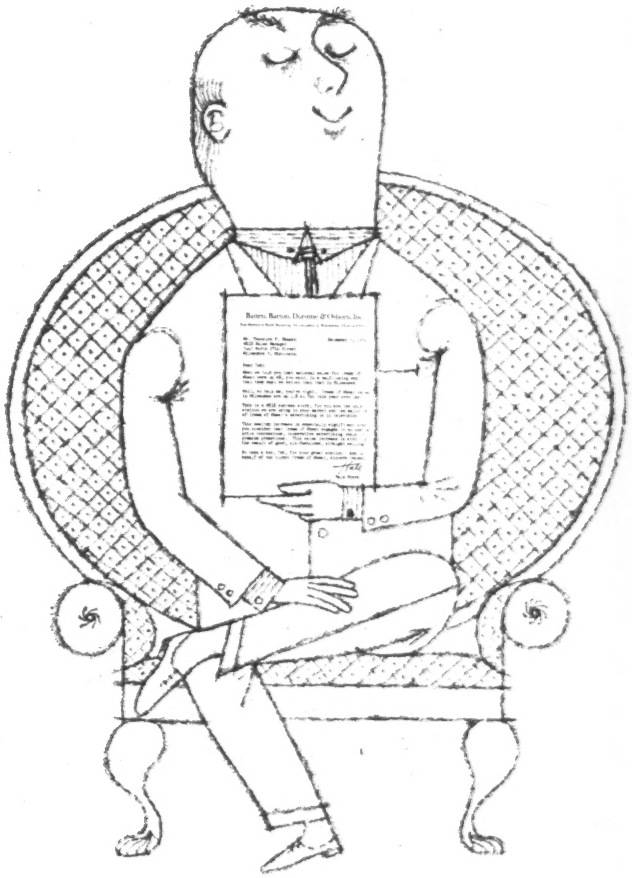
This is a WXIX success story, for you are the only station we are using in your market and the majority of Cream of Wheat's advertising is in television.

This healthy increase is especially significant when you consider that Cream of Wheat engages in no special price concessions, cooperative advertising deals or premium promotions. This sales increase is strictly the result of good, old-fashioned, straight selling.

So take a bow, Ted, for your great station. And on behalf of our client Cream of Wheat, sincere thanks.

Hale

Hale Byers



WXIX CBS Owned, Channel 19, Milwaukee. Represented by CBS Television Spot Sales

BACK AGAIN: MOORE REPEATS CHARGE OF NETWORK MONOPOLY

- **67-page rebuttal takes issue with CBS-Stanton testimony**
- **Calls for amending FCC rules on option time, must buys**

RICHARD A. MOORE, president-general manager of KTTV (TV) Los Angeles, who last March charged tv networks with wholesale antitrust violations, opened a new network attack in documents to be published in the Senate Interstate & Foreign Commerce Committee's hearing record and made available last week.

Mr. Moore and KTTV told the committee the March charges were "accurate in all material respects." They denied emphatically the testimony by CBS and Dr. Frank Stanton, CBS Inc. president, that KTTV's statements were inaccurate, false, irresponsible and unsubstantiated.

KTTV filed a 67-page answer to Dr. Stanton's testimony last June [B•T, June 11, 1956], charging that network control of prime evening hours had tended to dry up the available supply of film programs for non-network syndication.

Mr. Moore's original testimony, given the committee March 26, 1956 [B•T, April 2, 1956], had charged that network practices such as time options, must buys and exclusive dealing features of affiliation contracts were in restraint of trade and violative of antitrust laws. He was supported at that time by Prof. Donald Turner, of Harvard Law School, who joined in filing a supplementary statement in conjunction with KTTV's latest comments.

The hearings last spring revealed the Dept. of Justice was looking for possible antitrust aspects of tv network practices.

Mr. Moore originally suggested FCC rules be amended to control time options and must-buys, with a concentration of programs from a single program source limited to not more than 75% of the four established segments of the broadcast day and of the 7:30-10:30 p.m. period.

In its latest comment KTTV contends such procedure would restore to television two basic principles of free broadcasting—the station would be the judge of its own program schedule, with more desirable programs appearing in time periods that best suit the local public, and equality of opportunity would be created for non-network program producers.

KTTV answered point-by-point many statements made by Dr. Stanton last June. It charged the network with using a technique in which "CBS first paraphrases the KTTV statement, changes its meaning, and then attempts to refute the changed version."

A separate KTTV memorandum said network practices have made tv a purely national medium during the most convenient viewing hours. KTTV's plan, it was added, will restore tv's potential as a local medium without impairing its national service.

The three tv networks have "absolute power to decide what the American public shall and shall not see during its most convenient viewing hours," the memorandum contends, with the KTTV proposals giving greater freedom of choice to the public by opening the medium to all creative sources.

A 60-page reply memorandum of law dealing at length with legal points involved in network practices and relating these practices to the antitrust laws was filed by Mr. Turner; Lloyd N. Cutler, Marshall Hornblower and Samuel A. Stern, and the firm of Cox, Langford, Stoddard & Cutler.

In supporting Mr. Moore's earlier prediction that network control of prime hours would sharply reduce available syndicated

MOORE KINTNER STANTON SARNOFF CELLER HANSEN MOORE

RIDERS ON THE ANTITRUST MERRY-GO-ROUND

IT ALL BEGAN, in earnest, when Richard A. Moore of KTTV (TV) Los Angeles went before the Senate Commerce Committee to charge that network must-buy and option time practices violate the antitrust laws. That was in March 1956.

THE NETWORKS took issue with Mr. Moore's charges. All three television network presidents (Kintner, then of ABC; Stanton of CBS; Sarnoff of NBC) came to Washington to present their side of the story. Big gun of the network counterattack was an elaborate presentation on the basics of operational philosophy, presented by CBS' Dr. Stanton. That was in June.

CAME THEN the Hon. Emanuel Celler, congressman from New York and chairman of the House Antitrust Subcommittee, who called the networks onto the carpet in New York to answer various complaints of monopoly tactics. That was in September.

A STAR WITNESS before the Celler inquiry was Asst. Atty. Gen. Victor Hansen, who fronts the Justice Dept.'s antitrust division. He told the subcommittee that FBI agents were investigating antitrust aspects of network operation.

NBC HELD its birthday celebration in Miami, and with it got a rude shock: the Justice Dept. filed an antitrust suit against it and parent RCA, charging that they had coerced Westinghouse into an exchange of Cleveland and Philadelphia stations by threatening cancellation of NBC-TV affiliation. That was December.

NOT ALL had been heard from. Two weeks ago, Philco filed a $150 million antitrust suit against RCA, GE and AT&T, charging patent monopoly and saying that RCA had forced Philco to sell its WPTZ (TV) Philadelphia to Westinghouse in the first place.

AND NOW Mr. Moore is back, with a 67-page answer to Dr. Stanton, as the accompanying story describes. A circle of events has been circumscribed, but it remains to be seen whether it is yet a full circle.

KNOWLEDGE

Knowledge and speed guide the surgeon's hand.

In our fast-moving field, too, knowledgeable decisions frequently must be made quickly.

That's why . . . when we give you facts . . . we're careful to make them accurate, complete and pertinent. And, whenever possible, get them to you fast while they still have meaning and application.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

VIDEO DIGEST

WHAT'S YOUR LINE

BEHIND THE SCENES

BRINGING UP BABY

HERE'S HOW

OUR AMERICA

MARCH OF SCIENCE

CHILDREN'S STORIES

101 Programs *for* Television

*FOR YOUR COPY OF THIS PROGRAM BOOK WRITE

AVAILABLE NOW!

*This is the book that contains the programs bought by Westinghouse Broadcasting Corporation for their four major market TV stations.

WORLD AT LARGE

LIFE IN THE U.S.A.

MEDICINE MARCHES ON

ANIMAL KINGDOM

HOLIDAYS

HERE'S TO HEALTH

created by

TRANS-LUX TELEVISION CORPORATION

from over 700 unexcelled film subjects produced by:

Encyclopaedia Britannica Films

TRANS-LUX TELEVISION CORP. RICHARD CARLTON, VICE-PRES. IN CHARGE OF SALES. 625 MADISON AVE., N.Y.C. PL 1-3114-5
WEST COAST OFFICE—1966 SOUTH VERMONT AVE., LOS ANGELES, CALIF., REPUBLIC 1-2309

films for sale on a non-network basis, KTTV claimed CBS forecasts of increased production were proved to be "unfounded and incorrect." KTTV said an independent film producer can't afford to produce for small cities unless the program can be sold for a good price in big cities where the best hours are "almost completely saturated with network programming."

KTTV listed a number of film syndicators and showed how their production for non-network sale had declined. Here are summaries of KTTV's listings:

Screen Gems—In 1956 has produced or offered "no new series for syndication," with all 1956 production for network broadcast.

Guild Films Co.—Had produced or distributed for syndication prior to 1956 *Liberace, Life With Elizabeth, Confidential File, I Spy, The Goldbergs, Frankie Laine Show* and *Florian Zabach.* "As of 1956, production of all of these programs had been discontinued," KTTV said, with no new programs produced or offered for syndication during the year and only one projected program to be ready in 1957.

National Telefilm Associates—Only one new series, *Sheriff of Cochise,* produced specifically for tv syndication in 1956 "plus a series of 39 dramatic half-hours, most of which were produced prior to 1956 for British television."

Five for Syndication

Television Programs of America—Five series produced or distributed for syndication prior to 1956 were discontinued; no new programs for syndication offered in 1956. TPA has announced one new program for 1957 syndication. Two new series, *Lassie* (CBS) and *Captain Gallant* (NBC) offered for network release in 1956, KTTV said.

Hal Roach—Prior to 1956 produced, or aided in production of, *My Little Margie, Trouble With Father, Racket Squad* and *Public Defender,* all predicated on network release. Network broadcasts have been discontinued in all cases, KTTV said, and production of new episodes discontinued. Only 1956 program for syndication was *Code 3,* KTTV said, with *Oh Susanna* and *Telephone Time* produced for CBS.

Ziv Television Programs—KTTV said Ziv "had apparently made it a practice to produce and release at least three new programs per year for syndication," but only offered one in 1956, *Dr. Christian.* The *West Point Story,* according to KTTV, was not offered for syndication but sold for CBS broadcast and production of all existing series except *Highway Patrol* and *Science Fiction Theatre* was discontinued. *Men of Annapolis* is offered for 1957 syndication.

MCA TV Ltd.—Only two new programs offered in 1956, *Rosemary Clooney Show* and *State Trooper,* compared to 15 offered for syndication prior to 1956. Production continued only for *Dr. Hudson's Secret Journal* and *Studio 57,* with these produced for networks—*On Trial* (NBC), *Alfred Hitchcock Presents* (CBS), *The Crusader* (CBS), *Jane Wyman Theatre* (NBC), *General Electric Theatre* (CBS) and *Schlitz Playhouse* (CBS).

Official Films—Offered no new programs for 1956 syndication and discontinued production of programs previously offered for syndication. Produced *Scarlet Pimpernel, Col. March of Scotland Yard, Secret File U. S. A.* and *This Is Your Music* prior to 1956 and in 1956 acquired rights to *Robin Hood,* which was placed on CBS. Offered two new programs, *The Buccaneers* and *Sir Lancelot,* released on CBS and NBC respectively.

Hollywood Television Service (Republic Pictures)—Produced one new series for 1956, *Frontier Doctor,* which went into syndication after KTTV acquired rights to series. Prior to 1956, produced award-winning *Stories of the Century.*

Motion Pictures for Television—Abandoned several series produced or distributed for syndication prior to 1956 and offered no new programs for syndication in 1956

KTTV contended the syndication divisions of the three network companies had similar experiences. It claimed CBS Film Syndication Div. produced or distributed no new programs in 1956, as near as it could find, and discontinued some of the pre-1956 series. One new series scheduled for 1957 syndication but KTTV said, "We understand that it will be offered with a must-buy requirement whereby the minimum order would involve the purchase rights for an entire state."

NBC Film Syndication Div., KTTV contended, had produced or distributed eight series for syndication prior to 1956 but offered no new series in 1956 while discontinuing all of the earlier programs. At ABC three series syndicated prior to 1956 were discontinued and no new programs were offered or produced for syndication in 1956 except limited distribution of the Hal Roach property, *Code 3,* according to KTTV.

"This then is the sad state of television film syndication brought about by the effects of option time," according to KTTV. KPRC-TV Houston, a network affiliate, also is experiencing a shortage of new "first-rate syndicated films," KTTV claimed, citing hearing testimony by Jack Harris, vice president-general manager of the NBC basic affiliate. Also cited were maneuvers involving *Captain Midnight* and *Tales of the Texas Rangers,* with Tatham-Laird agency presumably influenced by CBS and its owned Los Angeles station, KNXT (TV), in switching *Captain Midnight* from KTTV to KNXT under the network's "must-buy" policy. Later the program returned to KTTV when the series was no longer placed by Tatham-Laird on CBS.

KTTV concluded, "The sponsor of the *Captain Midnight* program, freed of the competitive 'must-buy' restrictions, is enabled to choose his Los Angeles station solely on his and his agency's appraisal of the particular circumstances in that market, without conditioning his Los Angeles station choice upon what stations he uses in other markets."

In the Pittsburgh market, KTTV stated, where there is only one vhf station—KDKA-TV—about 18 half-hours are said to be available weekly between 7:30-10:30 p.m., described as "an enlightened approach."

HILL TO ASK FCC ABOUT ALLOCATIONS

- **Publishes hearing records**
- **Cox to leave in 5-6 weeks**

THE Senate Interstate & Foreign Commerce Committee went into gear last week with its organizational meeting, amid indications that the Senate unit will hold hearings by the middle of next month with the FCC for a progress report on what the Commission is doing about uhf-vhf allocations problems.

Kenneth A. Cox, special radio-tv counsel in the committee's three-pronged probe into network practices, allocations and subscription tv, said last week that staff reports on the three phases are being readied and will be issued as soon as they are approved.

First to be issued, he said, will be the report on subscription tv, which occupied a week of hearings last spring [B•T, April 30]. The record of hearings on this phase was issued last week as "Part III." The toll tv report was said to be ready for submission.

Next will be the committee report on network practices. Hearings on this phase, "Part I," are being printed and are due for publication shortly (also see adjacent story).

Third will be the report on allocations, with the committee probably holding up this report until after the FCC testimony next month. Hearings on the allocations phase were issued last week as "Part II."

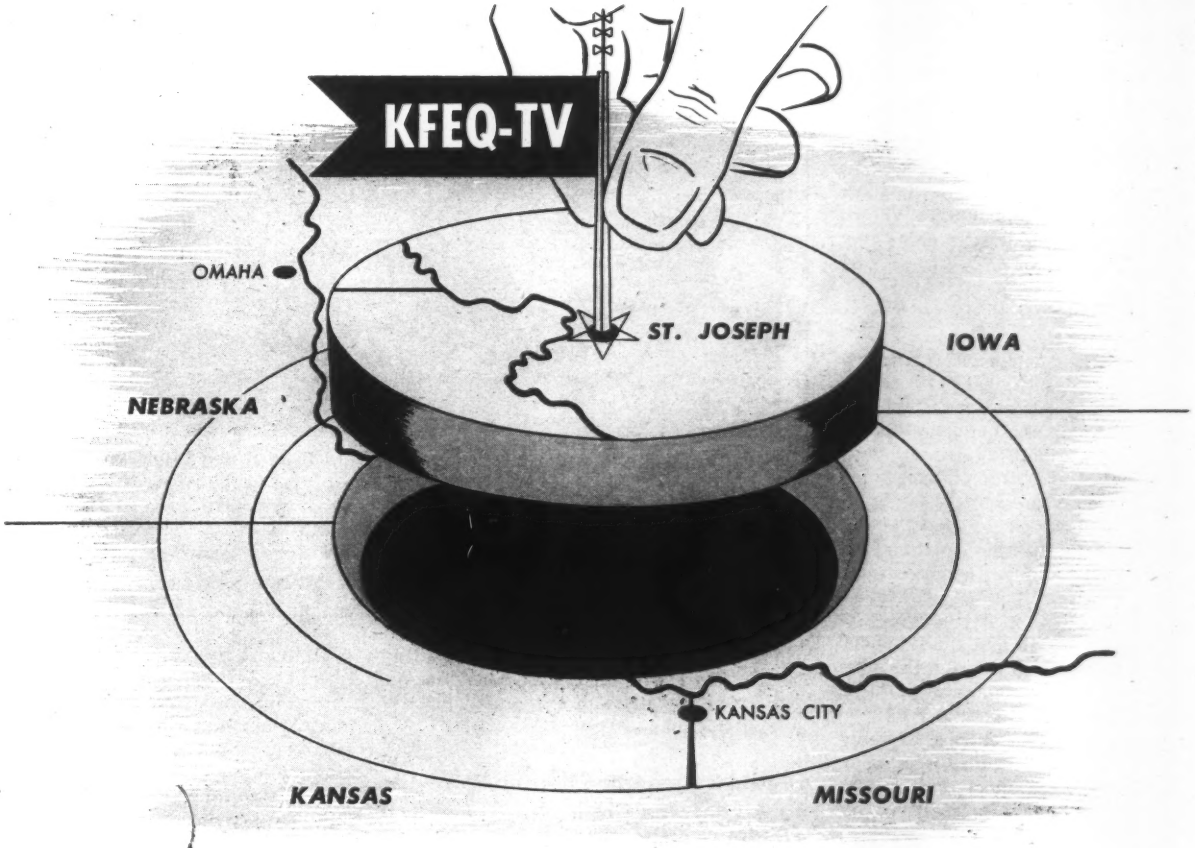
Mr. Cox said the FCC will be questioned in the sessions next month mainly on allocations, but that possibly other "collateral" matters also will be taken up at that time. No other witnesses have been scheduled. The FCC also is likely to be questioned by the committee's Aviation Subcommittee (see story, page 50 on the propriety of an airline owning or operating a tv station.

Barring unforeseen delays, Mr. Cox plans to resign his position as staff head of the investigation when the three reports have been issued. He feels this will be sometime in the "next five or six weeks, if things move on schedule."

He said the Seattle law firm in which he is a partner, Little, LeSourd, Palmer, Scott & Slemmons, is "impatient" for his return to Seattle, as is his immediate family. Mr. Cox was appointed by Chairman Magnuson to the committee post in late 1955 [B•T, Dec. 26, 1955] and was the chief committee interrogator during the lengthy hearings last year, although he had had no previous experience in the broadcast field.

Nicholas Zapple, professional staff communications counsel, will continue to coordinate the investigation. James E. Bailey, assistant chief counsel of the committee, will represent the GOP minority in the probe. Harold I. Baynton is chief counsel of the committee. Edward S. Jarrett and Bertram O. Wissman continue as committee chief clerk and assistant, respectively.

The committee issued an "interim report" on allocations last summer [B•T, July 16, 1956] offering a "general endorsement" of a plan announced by the FCC in June [B•T, July 2, 1956] with some reservations and with notice that the FCC would be called up for further reports on its allocation actions.



PLUG THAT COVERAGE HOLE

37 County Coverage Area in One of Nation's Largest Markets

POPULATION	883,700
FAMILIES	281,300
TV SETS IN AREA	167,488
EFFECTIVE BUYING INCOME	$1,363,977,000
RETAIL SALES	$ 944,953,000

(Sales Management 1956)

CHANNEL 2 — CBS — ABC — NTA

KFEQ-TV 2

ST. JOSEPH, MISSOURI

A KENYON BROWN STATION

Blair Television Associates, Rep.

FCC CABINET RANK PROPOSED IN HOUSE

- **Bill seeks new department**
- **Introduced by Rep. Younger**

A PROPOSAL to move the FCC and several other federal agencies, boards and bureaus into the executive branch of government—under a department that would be known as the Dept. of Transportation and Communications—was offered last week by Rep. J. Arthur Younger (R-Calif.), a member of the House Interstate & Foreign Commerce Committee.

Rep. Younger, in a statement accompanying his introduction of the bill (HR 3424), said many of these agencies were established as "arms of the Congress, but . . . through the issuance of rules and regulations, these independent bodies attempt to circumvent or nullify acts of the Congress."

Although the "Founding Fathers" originally intended to set up three equal and coordinated government departments—executive, judicial and legislative—a "fourth branch of the government," which exercises administrative, legislative and quasi-judicial functions, has been set up through the creation of independent boards and authorities, Rep. Younger said.

The proposed Transportation & Communications Dept. would be headed by a member of the President's Cabinet as secretary. The bill would transfer to the department all the functions and personnel of:

FCC, Interstate Commerce Commission, Civil Aeronautics Board, Civil Aeronautics Administration, National Advisory Committee for Aeronautics, Federal Maritime Board, Maritime Administration and the St. Lawrence Seaway Development Corp. Functions of the Dept. of Commerce relating to transportation and communications would be moved to the new department.

The new department also would have an undersecretary and five assistant secretaries, to perform duties as prescribed by the secretary. All laws and regulations relating to the agencies would remain in force except as rescinded, modified or made inapplicable by law.

Rep. Younger said that, from his experience on the House Interstate & Foreign Commerce and the House Government Operations committees, he has concluded "our government will function much better if the work performed by these independent bodies were supervised by, and made responsible to, the Cabinet and the President of the United States, who after all bears the responsibility for the total executive administration of our government."

The government, he said, is the "biggest business corporation in the world, and I know of no corporate setup which permits groups within the corporation to operate and function independently of the board of directors or executive officers of that corporation."

He said records of the House Commerce and the House Government Operations Committees are "replete with examples where conflicts between the independent agencies have prevented prompt action on matters vitally affecting the public interest as well as public safety."

FCC Chairman George C. McConnaughey (2d from l) and Comr. John C. Doerfer (2d from r) listen intently while the workings of one of the Assn. of Maximum Service Telecasters' $15,000 mobile field tests units is being explained by Howard Head, A. D. Ring & Assoc. (r). At left is Lester W. Lindow, AMST executive director, Mr. McConnaughey and FCC commissioners were dinner guests of the AMST board two weeks ago [B•T, Jan. 21].

Senate Commerce Committee Meets; Subcommittee Chairmen Appointed

THE Senate Interstate & Foreign Commerce Committee held its organizational meeting Thursday and chairmen of its four subcommittees in the 84th Congress retained the same posts, according to Chairman Warren G. Magnuson (D-Wash).

Sen. John O. Pastore (D-R. I.) remains as head of the Communications Subcommittee, along with holdovers A. S. Mike Monroney (D-Okla.), John W. Bricker (R-Ohio) and Charles E. Potter (R-Mich.). Sen. Strom Thurmond (D.-S. C.) replaces Sen. Sam J. Erwin Jr. (D-N. C.), who moved to another committee.

Chairmen of other subcommittees: Sen. George A. Smathers (D-Fla.), Surface Transportation; Sen. Monroney, Aviation, and Sen. Magnuson, Merchant Marine & Fisheries.

Sen. Magnuson said he had given the Aviation Subcommittee the "go ahead" to investigate the "national policy" of whether a certificated airline should be allowed to hold a television grant (see story, page 50).

The parent committee has requested $250,000 for all its investigations and studies, the same amount approved for 1956.

Winchell Takes Up Ratings In Talk With Sen. Capehart

WALTER WINCHELL, columnist-commentator, discussed radio-tv ratings with Sen. Homer E. Capehart (R-Ind.) last week during a visit to the latter's office, a spokesman for the senator said, but was told that any investigation of ratings would properly come under the jurisdiction of the Senate Interstate & Foreign Commerce Committee.

Mr. Winchell said in his syndicated column Wednesday that Sen. Capehart was "studying a pile of documents debunking radio-tv ratings." The columnist-commentator has been attacking radio-tv ratings since NBC-TV dropped his variety show several weeks ago on grounds the show's ratings were low.

Sen. Capehart was next ranking member of the Senate Commerce Committee upon the death of Chairman Charles W. Tobey (R-N. H.) in 1953, but resigned and now holds memberships on the Senate Banking & Currency and Foreign Relations Committees.

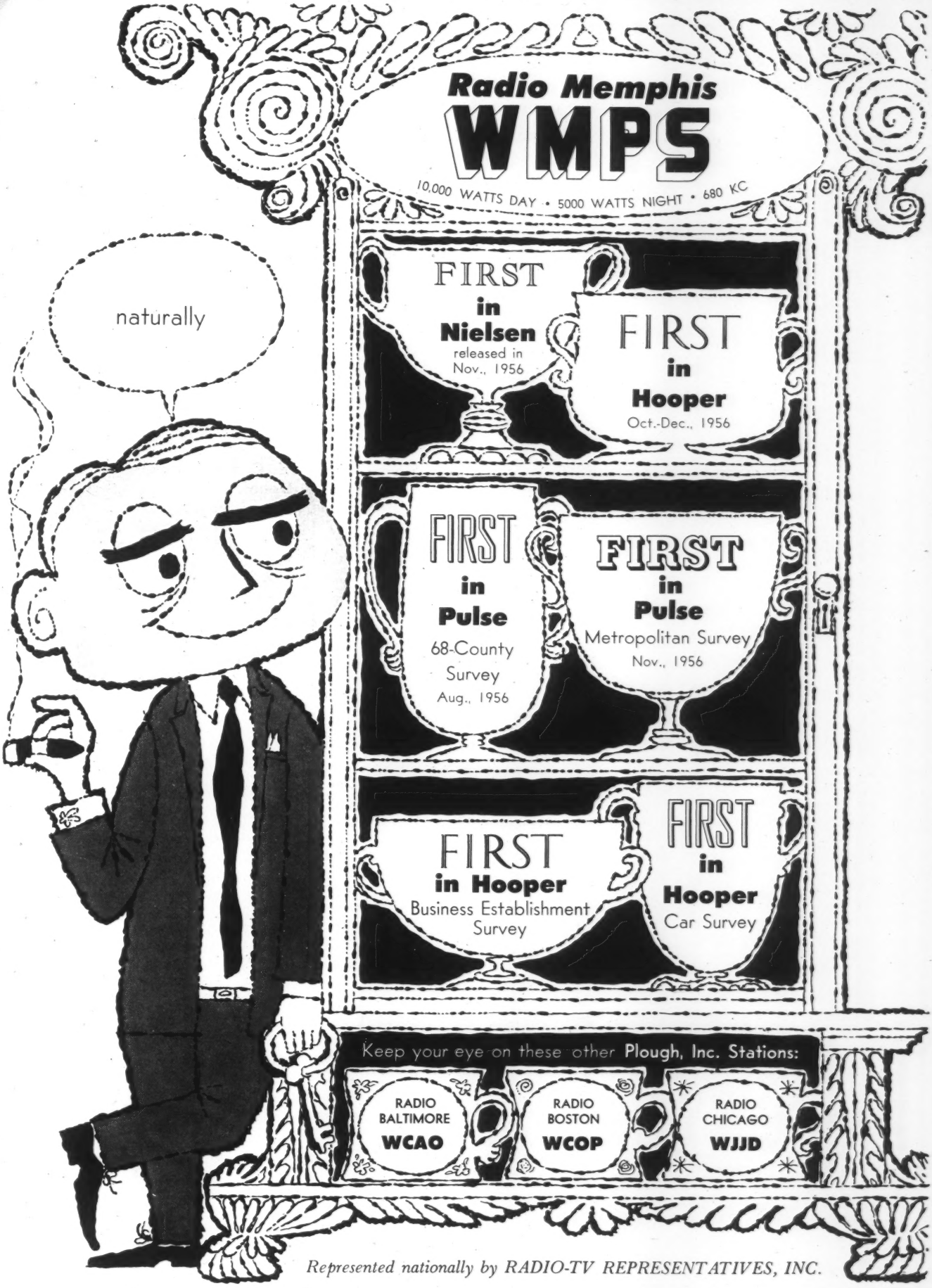
The Capehart spokesman said the senator is a "good friend" of Mr. Winchell, but that the present committees to which he is assigned hold no jurisdiction over broadcast matters.

House Bills Seek to Amend Federal Agency Procedures

PROPOSAL (HR 3350) to organize an Office of Federal Administrative Practice, which would make recommendations on the procedures and practices of federal agencies, supervise the assignment of government hearing examiners to agencies, provide a career service for government lawyers and establish standards of conduct and qualifications for attorneys who practice before federal agencies, was introduced last week by Rep. Dante B. Fascell (D-Fla.).

An identical bill (HR 3349) was introduced by Rep. William L. Dawson (D-Ill.), chairman of the House Government Operations Committee, of which Rep. Fascell is a member.

Rep. Fascell, who called his bill "The Federal Administrative Practice Reorganization Act," said it implements proposals approved by the American Bar Assn.'s House of Delegates.


Radio Memphis
WMPS
10,000 WATTS DAY • 5000 WATTS NIGHT • 680 KC
naturally
FIRST in Nielsen released in Nov., 1956
FIRST in Hooper Oct.-Dec., 1956
FIRST in Pulse 68-County Survey Aug., 1956
FIRST in Pulse Metropolitan Survey Nov., 1956
FIRST in Hooper Business Establishment Survey
FIRST in Hooper Car Survey
Keep your eye on these other Plough, Inc. Stations:
RADIO BALTIMORE WCAO
RADIO BOSTON WCOP
RADIO CHICAGO WJJD

Represented nationally by RADIO-TV REPRESENTATIVES, INC.

MONRONEY ADAMANT ON AIRLINE QUERY

- **Issue: National's Miami bid**
- **Second letter sent to FCC**

THE FCC was asked for a "prompt answer" last week by three members of the Senate Interstate & Foreign Commerce Committee's Aviation Subcommittee on whether the Commission has considered "public policy" and sought the opinion of the Civil Aeronautics Board in considering grant of a tv license to a certificated airline.

The letter, signed by subcommittee Chairman A. S. Mike Monroney (D-Okla.) and Sens. Frederick G. Payne (R-Me.) and Alan Bible (D-Nev.), was fired back at the FCC following the Commission's Jan. 16 reply to a Dec. 28 letter from Sen. Monroney, asking that the FCC defer action in the Miami ch. 10 case because "there is a strong likelihood of a grant of a television license . . . to National Airlines" [B•T, Jan. 14].

Sen. Monroney had asked that the FCC withhold action until the Aviation Subcommittee held hearings on the propriety of an airline operating a tv station and until the Senate unit had heard from the Civil Aeronautics Board.

The FCC's reply said the Commission could not consider Sen. Monroney's letter in the case because it was not a matter "of record" under the Communications Act and Administrative Procedure Act [B•T, Jan. 21].

Action Due Feb. 6

A news release accompanying the letter signed by the three senators last week said they "today demanded to know whether or not the FCC has adopted a policy of granting television and radio licenses to certificated airlines and if so, whether the advice of the Civil Aeronautics Board was asked about such a new policy." The trio noted that its interest is not particularly in the Miami ch. 10 or any other particular station license, but in the establishment of a precedent, since certificated airlines "are granted guarantees of a fair return on their investment" even though at times they may not be getting subsidies or mail contracts.

The letter, sent Tuesday to FCC Chairman George C. McConnaughey:

Dear Mr. Chairman:

This letter is to renew a request, made by the chairman of the Aviation Subcommittee, as to the policy of the FCC regarding the issuance of television or radio licenses to certificated airlines. Also, it is to renew our request for information regarding whether or not the Civil Aeronautics Board has been consulted on this policy question.

Your letter, as chairman of the FCC, dated Jan. 16, 1957, to the chairman of the Aviation Subcommittee was not an answer at all to these questions.

As chairman of the FCC, you are aware of the Interstate & Foreign Commerce Committee's concern over policies affecting television and radio licenses. You also are aware of its concern over precedents your actions may set affecting businesses licensed or supervised by other agencies of government.

You should be aware of the fact that certificated airlines enjoy a peculiar and advantageous position over other types of business. They are, under the Civil Aeronautics Act, granted guarantees of a fair return on their investment. Even though they may be operating without subsidies or extra mail pay over certain periods, the guarantee of a fair return is there to insure a profit on their operations. Thus, in almost all business matters, they are closely regulated and supervised by the CAB.

'Extraneous Business'

The intermingling of activities of an airline and its wholly owned subsidiaries in extraneous business can and would seriously jeopardize the continuance of this guaranteed return contained in the Civil Aeronautics Act.

Our interest as a subcommittee of the Interstate & Foreign Commerce Committee is not in any particular station license, and specifically not in ch. 10 Miami, Fla. We do not care and are not intervening to aid or to discourage any properly qualified operator from obtaining such a license. It so happens that this specific case is the first time, to our knowledge, that the FCC has given serious consideration to establishing such a precedent.

The right of any individual stockholder or group of stockholders of any airline company to form an independent, unrelated corporation for the ownership of television or radio licenses is not questioned here, but the acquisition by a certificated airline, through its own corporation or through its wholly owned subsidiary, presents a question of policy in which we are properly interested.

Therefore, the Subcommittee on Aviation wishes to renew its request for any information you might have bearing on (1) whether the matter of public policy has been considered by the Commission as to such ownership, and (2) whether advice, or an opinion, was asked of the Civil Aeronautics Board as to the effect of such ownership upon certificated airlines.

Awaiting a prompt answer to these two questions, we are.

(Senators A. S. Mike Monroney
Frederick G. Payne
Alan Bible)

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 9

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y. ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Casper, Wyo., ch. 6.

AWAITING ORAL ARGUMENT: 3

(Figures in parentheses indicate dates initial decisions were issued.)

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-25-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING 7

Beaumont-Port Arthur Tex., ch. 4; Sheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; McKeesport-Pittsburgh, Pa., ch. 4; Beaumont, Tex., ch. 6.

IN COURT: 9

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 10; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

'K. C. Star' Monopoly Conviction Upheld in U. S. Appeals Court

CONVICTION of the *Kansas City Star* on monopoly charges was upheld Wednesday by the U. S. Court of Appeals in St. Louis. The paper had been convicted on two counts of monopolistic practices in interstate trade and was fined $5,000. Emil A. Sees, advertising manager, had been convicted on one count of attempted monopoly and acquitted on another, being fined $2,500. The conviction also was affirmed.

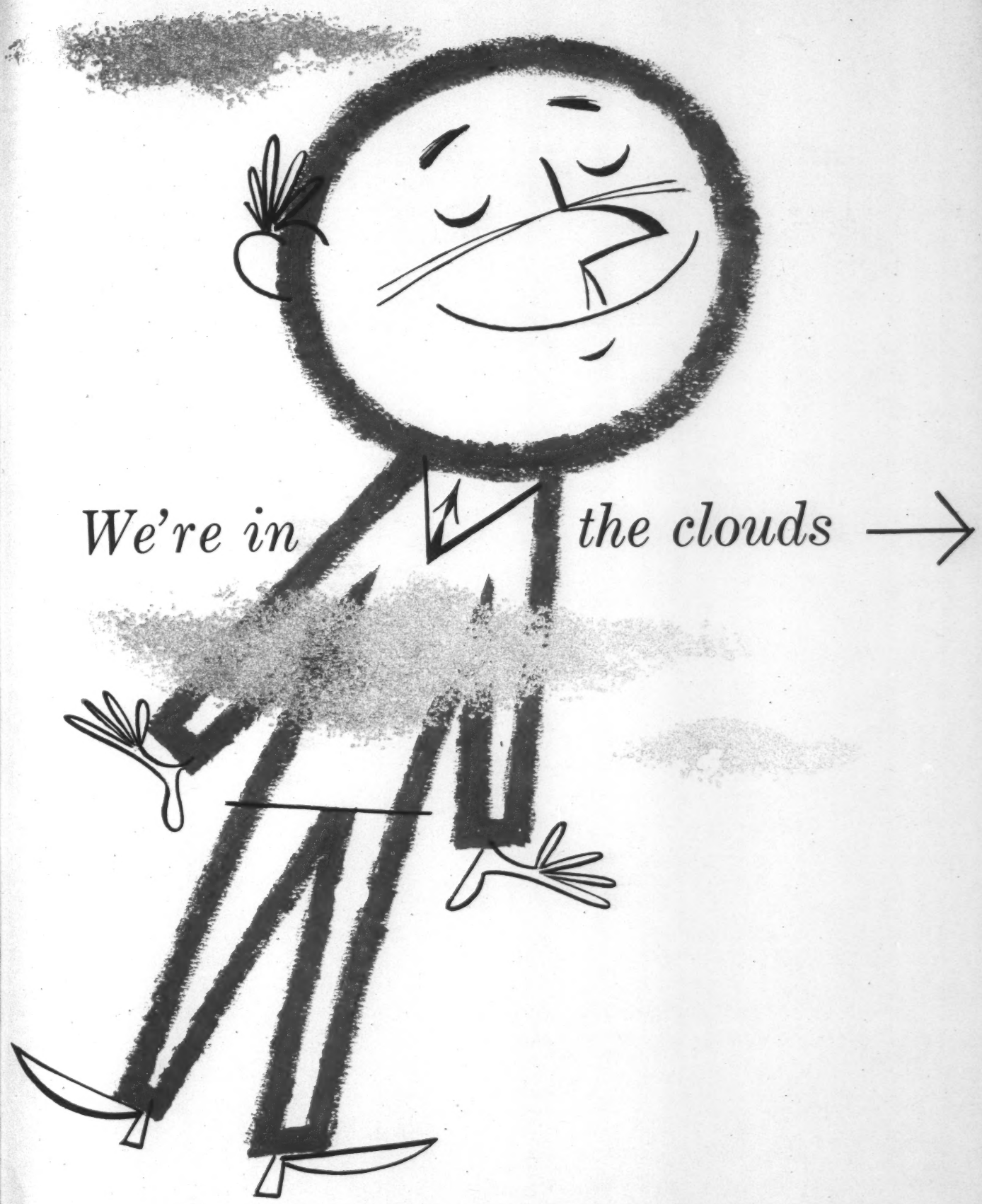
The court held that freedom to print news and express opinions "is not tantamount to having freedom to monopolize." Roy A. Roberts, *Star* president-general manager, had been a defendant in the case but the action was dropped before trial. The paper and Mr. Sees were charged with threatening to refuse advertisements if the advertiser proposed to use other media.

Harriman Recommends Restrictions For Video Advertising, Servicing

RECOMMENDATIONS against "bait" advertising, for control of unethical practices in tv set servicing, and a request for an appropriation to finance a pilot educational tv station in Albany, as well as state-aid program for educational tv, were contained in Gov. Averell Harriman's annual message to the New York State Legislature.

It is expected that legislation embodying the Governor's recommendations will be introduced as this year's session gets underway.

Gov. Harriman warned that the practice of bait advertising—advertising of products but not making the sale of the products at the quoted price—was unfair to both the small businessman and the consumer. On educational tv, the governor recalled that his administration has sought the funds to operate a station and to produce films and other materials for state-wide distribution and a state-aid program to stimulate community-level educational tv. He noted that New York at present is operating closed-circuit telecasting in classrooms on an experimental basis.


We're in the clouds

our new 1060-ft. tower puts us there . . .

puts you on all the sets in America's 19th industrial market!

WNEM-TV climbs sky high in sales power. And for good reason. The Flint-Saginaw market is spending and buying more than ever before. Now it's ranked *the nation's 19th industrial market* by the U.S. Department of Commerce.

What's more, our new thousand-and-sixty-foot tower expands our coverage to 36 counties and over half a million homes in this *four-billion-dollar market.* We're the one station that can reach all 580,536 sets . . . the *only* station that can give 87% penetration of Flint, Saginaw and all of Eastern Michigan. And we're the first out-state station with full network and *local* color film and slide, too.

So, join us on Cloud 5. Cigarettes or cereal, home permanents or home freezers—*whatever* you sell—Michigan's second richest market buys it by the carload.

Sales offices in Flint, Saginaw and Bay City.

See your Petry man

WNEM-TV

A Greater Station

serving Flint, Saginaw, Bay City, Midland and all of Eastern Michigan.

CHANNEL 5

NBC • ABC

Stars Defend Legality Of Corporate Benefits

RADIO, TV and Hollywood stars and independent producers who have set up personal holding companies sent legal counsel before the Internal Revenue Service in Washington last week to argue for their right to corporate status.

IRS has proposed regulations which, in effect, would make such holding companies subject to the same tax as personal income. The IRS argued that the companies were established to avoid the 90% or more tax on large incomes, since corporations pay a top tax of 52%. Moreover, the proposed regulations, which have approval of the Treasury Dept., would be retroactive to 1954. This would enable IRS to collect back taxes to that date.

The argument offered by Julius Lefkowitz, West Coast attorney, was typical of those advanced. He compared the services of top flight stars in the radio and tv industry with those of high class dress designers such as Dior and Mainbocher. He pointed out the stars had corporations which presented a packaged product, including talent not only of the star, but also of writers, producers and others.

Mr. Lefkowitz pointed out that a buyer of a dress designed by Dior or Mainbocher obtained not alone the design of the creator, but also the services of the workers in the shop operated by the designer.

The designer is taxed up to 52% on the corporate income, he argued, saying the entertainer would be unjustly taxed if the present code is changed.

Findings of the IRS, after the one-day hearing, will be passed on to Secretary of the Treasury George M. Humphrey for a final decision. Should Secretary Humphrey stand by the regulations, the issue could then be taken to the Tax Court.

Broadcast Investigations Unlikely By Senate Antimonopoly Group

THE Senate Antimonopoly Subcommittee is unlikely to hold any investigations in the radio-tv broadcasting field. This is the impression given by Sen. Estes Kefauver (D-Tenn.), named chairman of the subcommittee at an organizational meeting of the parent Senate Judiciary Committee last Tuesday, and Sen. Joseph C. O'Mahoney (D-Wyo.), who will act as chairman of the subcommittee on some subjects of investigation.

Both emphasized that they do not intend to get into a field where the Senate Interstate & Foreign Commerce Committee has jurisdiction.

Sen. Kefauver said after the Tuesday meeting that he would be chairman and preside over hearings in which he has a particular interest, while Sen. O'Mahoney will preside at hearings in which the Wyoming Democrat is interested. Sen. Kefauver called it a "partnership arrangement."

The Tennessee Democrat said the subcommittee staff hasn't formulated plans on what will be investigated, but that the staff currently is making an industry-by-industry study to show "overall concentration," and that the results of the study will be announced later, but not in the near future. "We want to work with other committees to the extent we can," he said, adding that the subcommittee doesn't intend to duplicate any ground being covered by the Senate Commerce Committee.

Sen. O'Mahoney said the broadcast field is "not in my jurisdiction" but is rather a problem of the Senate Commerce Committee. The antimonopoly group will investigate radio-tv only if it finds evidence of antitrust violations, he said.

The Wyoming Democrat said the subcommittee will be busy with investigations into anti-merger problems, meat, oil and other subjects and feels it will have no time to go into broadcasting, although he said he has "no doubt" monopoly exists in radio-tv.

Regarding the House Antitrust Subcommittee's investigations in radio-tv in the 84th Congress, Sen. O'Mahoney said Chairman Emanuel Celler (D-N. Y.) of the antitrust unit also is head of the parent House Judiciary Committee. Furthermore, he said, the House Commerce Committee may not be as concerned about sharing its jurisdiction in radio-tv with another committee as is the Senate Commerce Committee.

Sens. Kefauver and O'Mahoney prior to last week were reported to be vying for the subcommittee chairmanship, which Sen. O'Mahoney headed as acting chairman last year while Sen. Kefauver was campaigning in the presidential elections.

Other members of the subcommittee: Sens. Matthew M. Neely (D-W. Va.), Thomas C. Hennings Jr. (D-Mo.), Alexander Wiley (R-Wis.), William Langer (R-N. D.) and Everett M. Dirksen (R-Ill.).

GODFREY GETS GO-AHEAD

ARTHUR GODFREY received FCC permission last week to broadcast from his airplane while flying to and from and while over French Equatorial Africa. The special temporary authorization runs from Jan. 24 to March 31 and permits the CBS personality to broadcast (via RCA Communications to CBS) during a forthcoming trip to the French territory. Call letters assigned to Mr. Godfrey's plane are KD-2713.

Mr. Godfrey's New York office said Thursday that it still had under consideration the possibility of scheduling the international broadcasts on the air. If used they would be carried on Mr. Godfrey's morning radio show. Mr. Godfrey's office said he was planning to leave for Africa late in February.

Tv Booster Bill Introduced

ANOTHER bill (HR 3388) that would require the FCC to license tv boosters and vhf tv translators was introduced last week by Rep. Walt Horan (R-Wash.). Identical bills have been introduced earlier in this Congress [B•T, Jan. 14].

Rep. Withrow Asks Five-Year Licenses

THE license period of radio and tv stations would be extended from the present three years to five under the provisions of a bill (HR 3514) introduced last week by Rep. Gardner R. Withrow (R-Wis.).

Rep. Withrow said he is going to ask the House Interstate & Foreign Commerce Committee for early consideration of the measure. He introduced the proposal, he said, on the recommendation of a constitutent, Herbert H. Lee, president of WKTY La Crosse, Wis.

The Wisconsin Republican said he had not discussed the proposal with the FCC, but noted that FCC Chairman George C. McConnaughey has advocated extension of the license period.

He said he believes all broadcast licenses should be "uniform." Rep. Withrow said a broadcasters makes "quite an investment" and is entitled to a longer license period than the present three years. Besides that, he added, five-year license periods would "take quite a load off the FCC, since they wouldn't have to review and reissue licenses every three years." If a licensee were found undesirable, he said, the FCC "could always revoke" the license.

The bill would revise the first two sentences of Sec. 307 (d) of the Communications Act to read: "Sec. 307 (d) No license granted for the operation of any radio station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted for a term not to exceed five years, if the Commission finds that the public interest, convenience and necessity would be served thereby."

Tully Joins Saltonstall Staff In News Secretary Position

VETERAN reporter Francis (Pete) Tully has joined the staff of Sen. Leverett Saltonstall (R-Mass.) as news secretary. Mr. Tully previously had been news secretary to Mass. Gov. Christian Herter.

He was a Capitol Hill reporter for Yankee Network from 1939 to 1950 with time out for three years of service in the Navy. Mr. Tully also worked in Portland, Me., at WCSH on a three-times-a-week commentary which was picked up in Augusta and Bangor, both Me.

Bill Would Limit Campaign Funds

LOCAL and state political committees would be restricted to spending $1 million during an election year and national political committees to $10 million under the provisions of a bill (HR 1068) introduced by Rep. Hale Boggs (D-La.). Federal law now restricts a national committee to $3 million expenditures, but does not limit spending by state and local committees.

The A B C *of paid circulation*

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the July-December, 1956 audit period averaged a paid weekly circulation of 16,959. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 26 years of loyal readership and *paid* circulation to back it up.

WPDQ Stay Plea Says Grantee Of Ch. 4 Had Gambling Link

JACKSONVILLE Broadcasting Co. last Wednesday asked the FCC to stay its grant of ch. 4 in Jacksonville, Fla., to Florida-Georgia Tv. Co. and to reopen the record, charging a stockholder-officer of the winning applicant with former personal and business associations with W. H. Johnston, who, the petition claimed, was one of the targets of the Kefauver Crime Committee investigations in 1951.

Named in the petition's charges is Harold Cohn, 19% owner and vice president-director of Florida-Georgia and owner of WRHC Jacksonville. Mr. Cohn said Thursday through his Washington attorney, Bernard Koteen, that there is "absolutely no substance to the innuendos" contained in Jacksonville's petition.

The Jacksonville petition for reconsideration claimed that Mr. Cohn held official positions with Jacksonville Kennel Club and Orange Park Kennel Club (dog racing) prior to 1950, both allegedly owned and controlled by Johnston interests. The charges further stated that Mr. Johnston formerly was associated with and a member of the Al Capone organization in the ownership of Florida dog racing tracks. Jacksonville Broadcasting also said that stock in the Jacksonville Kennel Club was held in the name of Mr. Cohn's wife from 1944-52 and that none of these past associations of Mr. Cohn were mentioned in Florida-Georgia's application for the channel, as required in FCC regulations.

Mr. Cohn stated that he had part-time, seasonal employment at the race tracks, but that this was not his principal occupation and that he had never had any connection with Al Capone in any way.

FCC made the ch. 12 grant to Florida-Georgia in August 1956 [B•T, Sept. 3, 1956]. Jacksonville Broadcasting operates WPDQ that city. The City of Jacksonville (WJAX) also was an applicant for the channel.

FCC Denies Request for Stay On Sale of WBBR Brooklyn

FCC last week denied a request by WEVD-AM-FM New York that Commission approval of the sale of WBBR Brooklyn to Tele-Broadcasters Inc. of New York (H. Scott Killgore) be stayed until determination of WEVD's protest of the sale.

WEVD, which shares 1330 kc with WBBR and WHAZ Troy, N. Y., contends that Tele-Broadcasters is not financially qualified to operate the station and that contract provisions of the sale are repugnant to public interest.

The former owner of WBBR, Watchtower Bible & Tract Society (governing body in the U. S. of the Jehovah's Witnesses religious sect), operated the station as a non-commercial outlet. Tele-Broadcasters plans to place WBBR on a commercial basis. Stations owned by Tele-Broadcasters are KALI Pasadena, Calif.; WKXL Concord, N. H.; WKXV Knoxville, Tenn.; KUDL Kansas City, Mo., and WPOP Hartford, Conn.

In denying the request, the Commission ruled that WEVD has neither alleged nor shown there will be immediate or irreparable injury to WEVD or the public if the approval is allowed to remain in effect pending outcome of the protest. FCC approved the $133,000 sale last month [B•T, Dec. 17, 1956].

Four New Am Outlets Authorized by FCC

FOUR grants for new am stations—one of them a hearing case—were made by the FCC last week.

The FCC finalized an examiner's initial decision recommending grant of 1290 kc, 500 w day, to Bernard & Jobbins Broadcasting Co. Partners James D. Bernard and Charles W. Jobbins are engineers at KGO-AM-FM-TV San Francisco.

Other non-hearing grants made by the FCC last week went to:

Tucson, Ariz.—Associated Broadcasters of Tucson, 790 kc, 1 kw daytime, directional antenna. David Drubeck, former employe at KFMV (FM) Los Angeles and Barnet Sorkin, orchestra leader, are equal partners.

Everett, Wash.—Snohomish County Broadcasting Co., 1230 kc, 250 w unlimited. Paul Crain, manager of KUTI Yakima, Wash., and Archie Baker, attorney, are equal partners.

Ponce, P. R.—Catholic U. of Puerto Rico, 1420 kc, 1 kw unlimited. Assets will be held for the university.

Two Win Initial Decisions In Texas, Connecticut Radio Cases

APPLICANTS for new am stations in Grand Prairie, Tex., and Groton, Conn., received favorable initial decisions from FCC hearing examiners last week.

Examiner Herbert Sharfman favored Grand Prairie Bcstg. Co. for 730 kc, 500 w daytime over the R. M. Hetherington-Bernice Schwartz partnership because of local residence of principals (E. N. Bodine, Anson B. Brundage and H. H. Chambers), integration and type and sources of programs. A third applicant seeking the facility for Arlington, Tex., Radio Center Inc., lost out when the examiner ruled the station in Grand Prairie would serve 150,000 more persons than if located in Arlington.

Lawrence A. Reilly and James L. Spates were favored for 980 kc, 500 w daytime, in Groton over the competing application of Thames Bcstg. Corp. for the same channel for Bridgehampton, N. Y. Examiner H. Gifford Irion ruled that the Commission's rule on interference (10%) would be violated by the proposed Bridgehampton station.

Ike Reappoints Sigurd Larmon

SIGURD S. LARMON, president of Young & Rubicam, New York, has been nominated by President Eisenhower to be a member of the U. S. Advisory Commission on Information, a reappointment for a term expiring Jan. 27, 1960. Mr. Larmon has served on the Commission since March 1954.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline® RADIO

delivers more for the money

In this mountain-ringed market, the Beeline serves an area with more than 2¼ million people who have more than $3½ billion in spendable income. (Sales Management's 1956 Copyrighted Survey)

Beeline Radio delivers this rich market in the form of loyal listeners. And, by using all five stations, you reach them at a very low cost per thousand.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

Texas, Florida Station Sales Receive Commission Approval

THE $300,000 lease-purchase of KBST-TV Big Spring, Tex., was among station sales approved by the FCC last week. Others involved KOSA-TV Odessa, Tex., and WGMA Hollywood, Fla.

Texas Telecasting Inc. (W. D. [Dub] Rogers) will hold the KBST-TV construction permit, leasing facilities from Big Spring Television, with an option to buy 50% at the end of the five-year rental period. The new permittee owns KDUB-TV Lubbock and satellite KPAR-TV Sweetwater, both Tex. Programming in Big Spring will be originated both locally and in Lubbock.

Jack C. Vaughn and Grady H. Vaughn (Texas oil interests) bought 50% of KOSA-TV for $20,000 and assumption of debt amounting to about $85,000. C. L. Trigg retains 40% of the station, and W. B. Stowe and Brooks L. Harman 5% each.

South Jersey Broadcasting Co. sold WGMA to Jack Barry, m.c. of *Twenty-One* and *Tic Tac Dough* on NBC-TV, and Daniel Enright for $65,000. Mr. Barry and Mr. Enright operate the New York radio-tv production firm.

At the time it approved the WGMA sale, the FCC advised William and Cathryn Murphy of Hollywood that it did not pass on matters involved in their litigation against South Jersey. The Murphys have filed suit in Camden County, N. J., against South Jersey, claiming 50% interest in WGMA.

Ogden, Hays Vhf Channels Asked in Applications at FCC

TWO APPLICATIONS for new tv stations to operate on vhf channels in Ogden, Utah, and Hays, Kan., were filed with the FCC last week.

United Telecasting & Radio Co. is seeking ch. 9 in Ogden with a power of 9.5 kw and antenna minus 379 ft. above average terrain. The applicant proposes to spend $70,000 for construction with first year operating costs of $125,000. United Telecasting is owned 80% by United Bcstg. Co. (KVOG Ogden) and 20% by United Bcstg. principals. Arch G. Webb is president-general manager; Richard K. Hemingway, vice president, and Robert G. Hemingway, treasurer.

Application for ch. 7 in Hays was filed by KAYS Inc., operator of KAYS there, proposing 81.3 kw power, antenna 663 ft. above average terrain, $183,675 for construction and $87,300 to operate the first year. Ross Beach is president-51% owner of KAYS and Robert E. Schmidt is general manager. Mr. Beach will own 50⅔% of the new station; Mr. Schmidt 49⅓%.

Also last week, ch. 56 WARD-TV Johnstown, Pa., asked FCC authorization to switch to ch. 19, which has been moved by the FCC from Altoona, Pa., to Johnstown, effective Feb. 21. WARD-TV is now on the air.

WKLK's Data Held Not Complete

FCC has informed WKLK Cloquet, Minn., that its application for license renewal will be dismissed and the station will be ordered off the air unless it furnishes certain information required in a renewal application not included in the first request. The application, filed last April, was incomplete in regard to stockholders and showed that the station's current liabilities exceeded current assets by almost $15,000. The FCC wants to know what plans have been made for liquidating liabilities and for financing continued operation on 1p30 kc with 250 w. The FCC has given WKLK, which failed to answer three previous Commission letters 10 days to reply to this one.

FCC Sets Feb. 25 Deadline For Proposed Fm Reassignments

FCC last week invited comments by Feb. 25 on proposed rule making proceedings regarding the request of General Broadcasting Corp. to reassign certain fm channels in the New York-New England area. General Broadcasting, licensee of WEMX (FM) New York, WTMH (FM) Providence, R. I., and WFMQ (FM) Hartford, Conn., requested the changes in order to establish a concert music network.

Proposed changes would exchange ch. 271 for 236 in Worcester, Mass.; delete ch. 270 from Holyoke-Springfield, Mass., 290 from Albany, N. Y., and ch. 250 from Boston; exchange ch. 290 for 291 at Hartford; 291 for 290 at Bay Shore, N. Y.; exchange 300 for 282 at Keene, N. H., and 241 for 283 at Mt. Washington, N. H. General Broadcasting plans to include its three stations in the network, plus an unnamed existing fm in Albany, WGHF (FM) Brookfield, Mass., and a proposed new fm in Boston.

WJBF (TV) Tower Gets Panel Okay

THE WASHINGTON (D. C.) Airspace Panel of the Air Coordinating Committee has approved the proposed 1,292 ft. tower of WJBF (TV) Augusta, Ga. If approved by FCC, WJBF's new tower will be located nine miles southeast of Augusta. The ch. 6 outlet's present 497 ft. tower is situated three miles northeast of the city. The Washington panel also approved a six-element array for KCBQ San Diego, Calif., each 195 ft. above ground.

Gray Appointed ODM Director

GORDON GRAY, for many years a principal in Piedmont Publishing Co., Winston-Salem, N. C. (WSJS-AM-TV), is slated to replace Arthur S. Flemming as director of the Office of Defense Mobilization. Mr. Gray, a Democrat, was Secretary of War during the Truman administration and has held many key government and defense positions. He resigned as Secretary of War in 1950 to become president of U. of North Carolina. Recently Mr. Gray has been serving the Eisenhower administration as assistant secretary of defense for international security affairs. His new post has cabinet rank. Mr. Flemming is to return to the presidency of Ohio Wesleyan U.

FCC Should Reaffirm Tv Grant To KFDM, Broadcast Bureau Says

THE FCC's Broadcast Bureau has recommended that the Commission reaffirm its 1954 grant of Beaumont, Tex., ch. 6 to KFDM that city.

In proposed findings, the Broadcast Bureau said that the agreement with W. P. Hobby (KPRC-AM-FM-TV-*Houston Post*) to purchase 32.5% of the licensee of KFDM-TV did not change the basic reasons for preferring KFDM over KRIC Beaumont (*Beaumont Enterprise and Journal*)—diversification of the media of mass communications. The Broadcast Bureau also said that Grade B overlap between KPRC-TV and KFDM-TV was insignificant.

In the original grant, KFDM was preferred over KRIC and KTRM Beaumont. Mr. Hobby at that time held an option to buy into KTRM if it was successful in its bid for the tv channel. Following the FCC's decision, KFDM, KTRM and Mr. Hobby came to an agreement which saw KTRM drop its application in exchange for $55,000 in out-of-pocket expenses. Mr. Hobby loaned this $55,000 to KFDM, which turned the money over to KTRM. Mr. Hobby also secured the 32.5% option to buy into KFDM-TV when its grant was finally affirmed.

Following this agreement KRIC won an appeals court ruling that the FCC must reopen the hearing record to take into account this change in potential ownership of the ch. 6 Beaumont station. The FCC last July reopened the hearing, with FCC Hearing Examiner Annie Neal Huntting presiding.

FCC Renews License For WFPA, Reverses Examiner's Ruling

REVERSING a 1955 examiner's recommendation for revocation, the FCC has renewed the license of WFPA Fort Payne, Ala. Questions at issue were the financial qualifications and alleged financial misrepresentations of George A. Gothberg Jr., who bought the Alabama outlet in 1952.

The Commission held that although there were inconsistencies in Mr. Gothberg's reports to the FCC and his testimony in a divorce trial in DeKalb County, Ala., these did not disqualify him. The Commission added that there was no question involved regarding proper operation of the Fort Payne station.

Bristol Reconsideration Denied

FCC Friday announced denial of petition by Tri-Cities Tv Corp. for reconsideration of April 1956 grant of ch. 5 Bristol, Va., to Appalachian Broadcasting Corp. (WCYB Bristol) and denial of Tri-Cities application. Petition included pleas by City of Kingsport, Tenn., and Kingsport Chamber of Commerce.

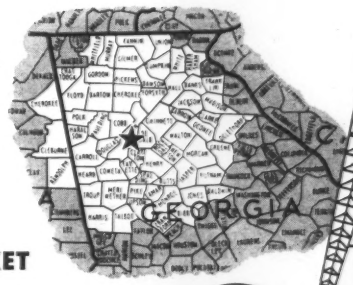
Edward Tait Nominated to FTC

PRESIDENTIAL nomination of Edward T. Tait of Pennsylvania to the Federal Trade Commission was sent to the Senate last week. He received an interim appointment Sept. 26, 1956, for a term of seven years.

WHEN YOU BUY ATLANTA...BUY waga-tv

AND GET YOUR SHARE OF EXTRA DRESSING!

Dressed dogs (red hots with chili) are big sellers in Atlanta, because you get more for your money, greater satisfaction. Like using WAGA-TV, which gives you greater coverage with its taller tower and maximum power. You reach 17 to 22% more people with 14 to 16% more spendable income than stations "A" or "B" can offer. And you get more viewers as ARB and Pulse consistently prove.



TOP DOG IN THE NATION'S 21st MARKET

waga-tv

100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

RETMA Probe Asked On Equipment Sales

THE FCC last week got riled at radio equipment salesmen who have been promising customers of non-broadcast equipment that they will take care of FCC licenses.

In a letter to the Radio-Electronics-Television Manufacturers Assn., FCC Chairman George C. McConnaughey asked for an investigation of these practices among RETMA member companies and a report to the FCC on what will be done to remedy the situation.

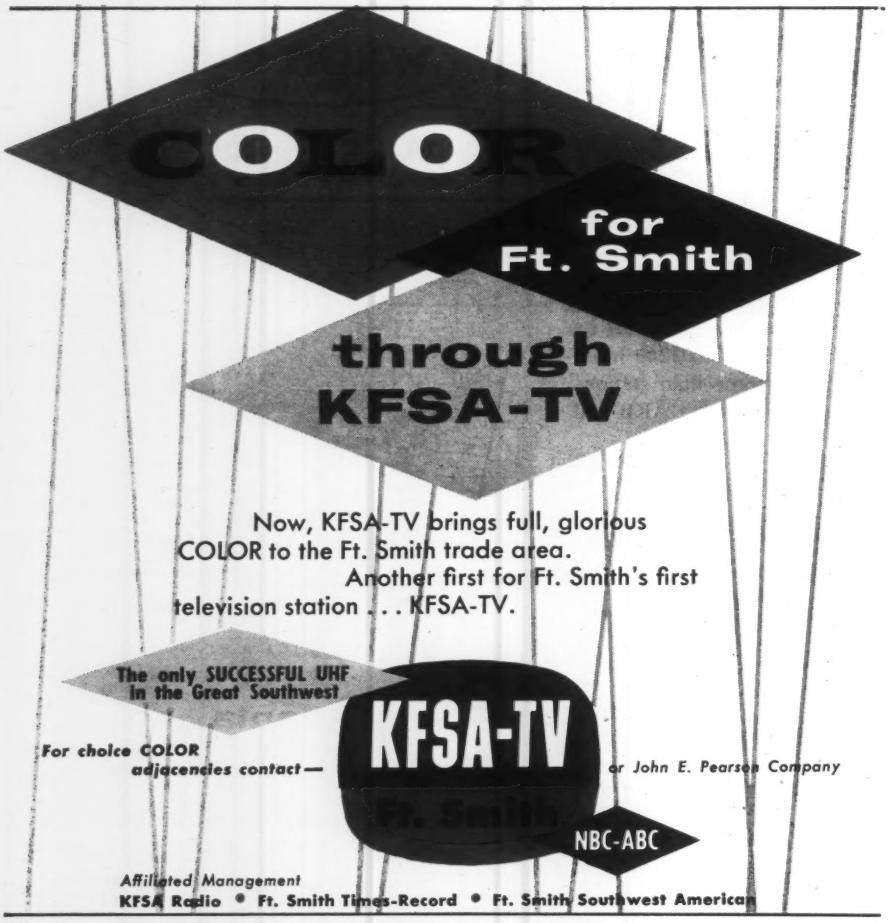
The chairman's letter was made public at the FCC. Normally, communications of this kind are considered confidential. RETMA officials said they did not completely understand the reasons for the letter. They said they had heard of some off-beat situations, but were not aware that there was any widespread practice contrary to FCC regulations.

From Commission sources it was ascertained that in the past two years, several dozen instances had occurred where equipment salesmen—many representing major radio equipment manufacturers (some of whom hold FCC licenses for mobile and other non-broadcast stations) — had given purchasers wrong advice regarding compliance with FCC regulations. One instance which had recurred several times, it was understood, was where a customer applied for and received an FCC permit to operate a non-broadcast station. When this customer placed an order for the equipment specified in the permit, the salesman would tell him the specified equipment was unavailable but that another type was ready for shipment and that it was perfectly all right to use with the license. In these instances, it was learned, licensees would not only begin operating with equipment other than that specified in the license but in many cases on different frequencies than those authorized.

In other instances, the salesmen would fill out forms for FCC authorization after selling the equipment but would fail to warn the customer that he was not to operate until he received FCC approval.

In his letter to RETMA, Mr. McConnaughey declared that some of the information and advice offered by salesmen were "inaccurate, improper, misleading and in contravention of express provisions of the statute and the rules and regulations." He also said that some of these activities might be considered "unauthorized practice of law."

Much of these difficulties, Mr. McConnaughey said, stemmed from "overzealousness" on the part of manufacturers' representatives without the knowledge of management. He added that the FCC was considering undertaking an investigation of these practices, but desired RETMA to seek a remedy among member-manufacturers before the FCC itself moved.



WWJ-TV Shows Judge Sworn In; Future Hopeful Asks Equal Time

A UNIQUE Sec. 315 question has been posed for the FCC—and hope is that an answer can be given soon.

Seems WWJ-TV Detroit included in a Jan. 3 newscast the swearing-in ceremony of Common Pleas Court Judge Elvin L. Davenport, appointed by Michigan Gov. Mennen Williams.

Allan H. Blondy, former state senator, Democratic candidate for the judgeship, claimed he was entitled to equal time under the provisions of Sec. 315 of the Communications Act because Judge Davenport, Mr. Blondy asserted, must run for election to the post in April. Station officials demurred; Don De Groot, asst. general manager of the *Detroit Evening News* station, notified Mr. Blondy that the station felt its coverage of Judge Davenport's oath-taking was a legitimate news events and did not require equal time for other candidates for the same position.

Mr. Blondy then took his plea to the FCC, talking to Richard A. Solomon, asst. FCC general counsel. Mr. Solomon said, Mr. Blondy declared, that the issue had never been raised before and that the Commission would act promptly upon receipt of detailed information.

Appeals Court Asked to Rule 'Play Marko' Show No Lottery

A FEDERAL appeals court has been asked to rule that *Play Marko,* a bingo-type tv program, is legal. Arguing before a three-judge appellate panel in Washington, The Caples Co., Chicago advertising agency, which holds title to *Play Marko,* argued that the program is not a lottery. It declared that both the Post Office Dept. and the Dept. of Justice had never questioned the legality of the program.

Last year, the FCC advised several tv stations that it had doubts about the legality of *Play Marko.* The stations immediately dropped the program. Upon an appeal by The Caples Co., the Commission ruled that the program contained the elements of a lottery. The court appeal followed.

Key to the controversy is whether the need for a player to go to a store to pick up a *Play Marko* card constituted consideration. There usually are three elements which in combination constitute a lottery. These are consideration (payment), chance and a prize. The Commission held that requiring televiewers to go to a retail establishment in order to pick up the bingo-like card—where they also may make other purchases—was consideration in the meaning of the lottery laws. The Caples Co. argued that this was not so; that there was no payment involved in picking up the card. The NARTB joined the Caples Co. as a friend of the court in urging this construction.

The argument was heard by Circuit Judges David L. Bazelon, Charles Fahy and John A. Danaher. Leonard Steibel, New York, argued for the Caples Co.; Daniel R. Ohlbaum, for the FCC.

The Area Pulse of the Knoxville market, recently released, included 72,000 personal quarter-hour reports—6 a.m. to midnight, Monday through Friday, October 15-19, 1956. Besides counties shown on the map, the survey included Wise County in Virginia, and Beathitt, Knox and Letcher Counties in Kentucky. This 61-county area has 421,700 radio families.

©AMERICAN MAP CO., INC. NO. 11754

As shown by the recent 61-county Knoxville Area Pulse Survey,

what station stands

FIRST

in every quarter-hour from 6 a.m. to Midnight?

WNOX

FIRST AGAIN, AS ALWAYS

OBVIOUSLY...
If you do business in Tennessee,
WNOX can help you do more business

Other significant facts from the Area Pulse:

1. Day and night, WNOX comes within 5 percent of having MORE AUDIENCE than all other Knoxville stations combined.
2. From 6 p.m. to midnight, WNOX does reach more listeners than all other Knoxville stations combined.
3. 53 stations located outside Knoxville are heard in various parts of the 61-county area. From 6 a.m. to 6 p.m. during the entire five-day period covered, WNOX alone had two-thirds as many listeners in the 61-county area as these 53 stations combined.
4. ALSO, from 6 p.m. to midnight, WNOX alone had 72% as many listeners in the 61-county area as these 53 stations combined.
5. Day and night, WNOX has more than twice the audience of any other Knoxville station.

WNOX East Tennessee's NUMBER ONE Radio Station
10,000 watts — 990 Kilocycles — CBS Radio

A Scripps-Howard Station represented by JOHN BLAIR & COMPANY

GOVERNMENT

Harmon Named to TASO Post

RALPH N. HARMON, engineering vice president of Westinghouse Broadcasting Co., has been appointed vice chairman on transmitting equipment for the Television Allocations Study Organization (TASO), WBC announced last week. No other appointments to the 10 panel committees have yet been announced. Dr. George R. Town, executive director of TASO, said last week he intended to release the full complement of panel chairmen when he had acceptances from all who have been invited to become chairmen. There are still one or two people who have not responded to the invitations, he said.

FCC Clears ABC in San Diego

ABC was vindicated when the FCC issued an amended final decision in a protest case against the network's affiliation with XETV (TV) Tijuana, Mexico. The Commission revised a final decision [B•T, Oct. 22, 1956] to declare that ABC's arrangement to feed kinescopes and film to the San Diego market ch. 6 outlet without FCC approval is no reflection on ABC's character qualifications. The protest was filed by San Diego tv stations seeking to have the FCC forbid ABC to affiliate with the Mexican station. One of their points was that ABC's kine and film arrangement with XETV should have had Commission approval. Revision of the final decision negated that charge.

PROFESSIONAL SERVICES

NEW PR SUBSIDIARY ESTABLISHED BY B&B

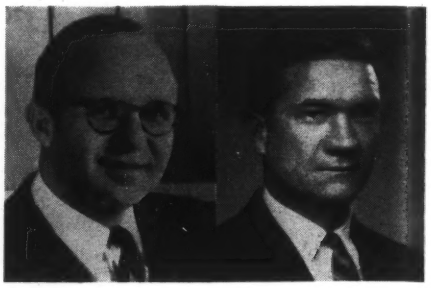
ESTABLISHMENT of a wholly-owned public relations subsidiary, General Public Relations Inc., was announced last week by Benton & Bowles, New York. The new firm will commence operations next Friday.

B&B's president, Robert E. Lusk, said the new subsidiary will combine both the resources of Benton & Bowles' public relations department with that of Burns W. Lee-Patrick O'Rourke Inc., a West Coast public relations firm that has been servicing such national and regional accounts as Minute Maid orange juice. This account, a B&B spokesman indicated last week, will be resigned because of a product conflict.

Officers of the new company will be Ward B. Stevenson, Benton & Bowles vice president and public relations director, who will become president of General Public Relations Inc.; Burns W. Lee, executive vice president; Robert L. Jordan, manager of the agency's P. R. department, vice president, and William R. Baker Jr., B&B board chairman, to chairman of the new company. Mr. O'Rourke will not join the organization, and is expected to announce his future plans at a later date.

MR. STEVENSON

GPR's New York offices will be adjacent to those of Benton & Bowles, at 444 Madison Ave., and later this year, at the agency's new headquarters, 666 Fifth Ave. GPR's Hollywood offices will be at the former Lee-O'Rourke quarters at 607 S. Hobart Blvd., Los Angeles.



MR. LEE MR. JORDAN

Though several other large agencies have established their own, wholly-owned public relations firms, notably, McCann-Erickson's Communications Counselors Inc., and Young & Rubicam's Bureau of Industrial Service—allowing them to take on as clients accounts that are not necessarily serviced by the parent agency—Benton & Bowles' move is reportedly the first in which an agency has merged with an outside public relations company. While General Public Relations Inc. will be free to solicit accounts on its own, Mr. Lusk pointed out that it will not accept clients whose products are "competitive to the interests of Benton & Bowles advertising clients."

Television program publicity will be continued to be handled by Jean Meredith on the West Coast and Burt Schultz in New York.

Taplinger-Ruff Union Dissolved

THE month-old merger by Carl Ruff Assoc. and Robert S. Taplinger & Assoc., New York, public relations firms, which was announced shortly after Mr. Taplinger resigned to become vice president and public relations director of Warner Bros. Pictures, will be terminated Feb. 1, it was learned last week. The Taplinger firm, which will once again bear the corporate name of Robert S. Taplinger & Assoc., will choose a new president within a week.

Ryan, Norris Form Ryan-Norris

FORMATION of the Ryan-Norris service agency in Hollywood has been announced by the two principals, Helen Ryan and Helen Norris, both 10 year veterans in west coast public relations and advertising. Specializing in public relations programs and promotional campaigns for advertising agencies and clients, Ryan-Norris is headquartered at 6235 Hollywood Blvd. Telephone is Hollywood 5-7310.

PROFESSIONAL SERVICES PEOPLE

Richard C. O'Hare, former FCC attorney and associate of Dempsey & Koplovitz law firm, joins Washington law firm of Corcoran, Youngman & Rowe.

WCDA-B	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WRVA-TV	*Richmond*
WSYR-TV	*Syracuse*

The only exclusive TV national representative

Harrington, Righter and Parsons, Inc.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA

We'll file it as you suggest, Miss Gatten . . .

But before we do, we'd like other broadcasters to see your letter.

And to remind them that the women's programs you mention are only a few among the more than 60 a day United Press supplies for radio and television.

A series of pocket-size folders, like the one shown here, tells all about them—and lists their 200 kinds of sponsors. A note to United Press, 220 East 42nd Street, New York, will bring a set . . .

Thank you, Miss Gatten, for the fan mail. Now, to our filing.

United Press

U.P. NEWS PRODUCES

(UP)

WCHF . . . 1150 on every radio

Chippewa Falls Broadcasting Co., Inc.

CHIPPEWA FALLS, WISCONSIN

UNITED PRESS ASSOCIATIONS
220 East 42nd Street
New York 17, N.Y.

Gentlemen:

You might file this letter under the general classification of "fan mail."

I have been airing a 15-minute woman's show for approximately 3 months using all your material of interest to women. I must say that I have never been more pleased with anything! The compliments I receive on the show are numerous, and I believe much of the credit goes to your excellent women's staff.

Just thought I'd let you know my feelings; keep up the good work!

Sincerely,
Karen Gatten
Karen Gatten

Important

JAMES LUCE
Associate Media Director
J. Walter Thompson

"Paid circulation, as measured by A.B.C., is the only measurement of reader interest and reader responsiveness. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind A.B.C. and it's the sound way to buy space."

FRANK COULTER, JR.
Associate Director, Media Relations
Young & Rubicam, Inc., New York

"I've always felt that a paid circulation magazine must be a little more responsive in its editorial policy to the needs of its readers . . . (the reader) can just as easily knock off his name if he does not feel that the magazine is doing a conscientious editorial job. Since A.B.C. audits only paid circulation, this becomes an important measure of reader response."

ROGER C. BUMSTEAD
Media Director, New York
MacManus, John & Adams, Inc.

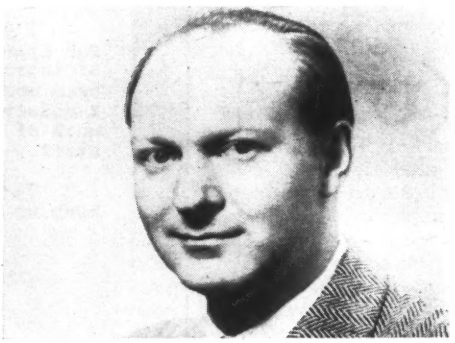
"B•T's admission to the Audit Bureau of Circulations is a significant milestone in your history. A.B.C. membership is perhaps the most meaningful and significant yardstick of a publication's standing in its field."

DR. E. L. DECKINGER
Vice President, Charge of Media Strategy
Grey Advertising Agency, Inc.

"A.B.C. reports are to the agency space buyer what a law library is to the attorney—indispensable for the efficient exercise of his professional function. Paid circulation is a vital dimension in the measurement of publication acceptance. We who grew up in the era of A.B.C. find it hard to understand how advertising even managed to function without it."

EDWARD A. FONTÉ
Director of Media
The Joseph Katz Company

"A.B.C. is the accepted source of circulation figures and its prestige stands alone in the publication field. An advertiser can buy an A.B.C. publication with more confidence because every subscription is a paid subscription."



FRANK KEMP
Vice President and Media Director
Compton Advertising, New York

"I'm highly in favor of Audit Bureau of Circulations, and believe that all trade papers should be audited."

Media Buyers Rely on Audit Bureau of Circulations

B•T is the only magazine in the vertical radio-tv field with membership in the Audit Bureau of Circulations

Here's a cross-section of media buyers—and what they say about the Audit Bureau of Circulations. Their remarks were stimulated by Broadcasting-Telecasting's recent admission to A. B. C.

B•T has the largest *paid* circulation in its field. B•T distributed more *paid* circulation in four months than all others in the field combined distribute in a year.

There's no abracadabra to Audit Bureau audits. It is a standard of measurement of PAID circulation. The rules were written by advertisers and agencies. B•T has met them, alone in its field.

Executive and Publication Headquarters
B•T Building, 1735 DeSales St., N. W.
Washington 6, D. C.

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

NEW YORK
444 Madison
Plaza 5-8355

•

CHICAGO
360 N. Michigan
Central 6-4115

•

HOLLYWOOD
6253 Hollywood Blvd.
Hollywood 3-8181

Important

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6253 Hollywood Blvd.
Hollywood 3-8181

MBS CONSIDERS HEAVY NEWS FORMAT

Mutual officials to seek reaction of affiliates at Chicago meeting this week

A NEW TYPE of network operation built almost wholly around newscasts—and conceivably eliminating "entertainment" programming—is being considered by Mutual officials, it was learned last week.

Without spelling out details, MBS authorities acknowledged that a number of new possibilities regarding programming are being studied but stressed that no decisions have yet been made.

They said the plans will be taken up with members of the Mutual Affiliates Advisory Committee, to get their reaction, at a meeting called for Chicago on Thursday and Friday.

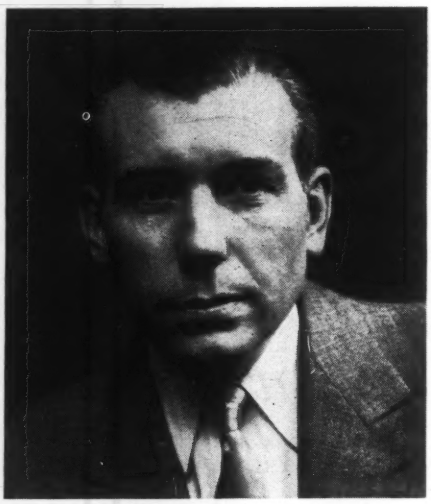
President John Poor confirmed that Mutual officials are considering program changes that would put the emphasis on news, that some of these plans envision a curtailment of other, or entertainment, programming, but emphasized that they are all tentative plans thus far. They have been discussed with some affiliates, he said, and seemed to arouse favorable interest.

Another network source, equally reluctant to discuss details, said the plans envision a service as nearly as possible in line with what the stations want and need in this day of changed listening habits. He, too, stressed the uncertain status of the plans at present, but said MBS hoped to "make a survey" in the next 10 days and then "make up our minds."

In brief, the plans envision five-minute network newscasts every half-hour—on the hour and half-hour. Whether the network or the stations would pay for the lines apparently is still a matter to be decided. But authoritative sources indicated that half of the newscasts would be for sale by Mutual; the other half for local sale by the stations.

Checks with a number of affiliates who have been approached by Mutual indicated some differences as to the degree of entertainment program curtailment being considered.

Some felt all programs of an entertainment nature—dramas, mysteries, etc.—would be eliminated if the plan goes through, but that Mutual would continue and perhaps intensify its coverage of sports, thus making Mutual largely a "news and sports network" along lines already adopted by many stations individually.



JOHN BARTON POOR
HE HOLDS NEWS TO BE MUTUAL'S KEY

Others felt there would be curtailment but not complete elimination of entertainment programs.

There appeared to be general agreement that in putting primary emphasis on news, Mutual undoubtedly would lay increased responsibility on its Washington news staff—since Washington is the acknowledged capital of world news—and there was some speculation that Washington might become the network's news center.

The network already is relatively heavy on news programs, with Kraft Foods and Miles Labs together accounting for a total of about 70 a week.

Established commentators such as Fulton Lewis jr. and Gabriel Heatter would be continued under the present thinking, it was understood, and conceivably the number of commentaries might be increased.

In stressing the tentative nature of the plans thus far, Mr. Poor noted that Mutual is constantly trying to improve programming and to evolve plans that will benefit both the affiliates and itself, and said it was as part of this regular search for improvements that the new ideas were evolved.

He emphasized also that the MAAC meeting was not called primarily for, and will not be concerned solely with, the new program plans. He said it is one of a regular series of network meetings with MAAC members in which the common problems of Mutual and its affiliates are considered and plans affecting both are discussed. This week's, he added, will be the first since the regular elections of new MAAC members. The group is also slated to elect a chairman at this time.

The meeting will be held at Chicago's Lake Shore Club. Mr. Poor and Station Relations Vice President Robert Carpenter are slated to head the network delegation.

NBC Radio Rings Up Another $1 Million

SALES amounting to more than $1 million in net advertising, including $300,000 in new business, were completed by NBC Radio in a one-week period, it was announced last week by William K. McDaniel, vice president, NBC Radio network sales.

Mr. McDaniel, who pointed out that these sales were achieved on top of NBC Radio's $7 million in net advertising billings during December 1956, listed the following new advertisers:

North American Philips Co., New York, through C. J. LaRoche & Co., New York, 50 participations a weekend on *Monitor* for 10 weeks, starting in April; Calgon Inc., Pittsburgh, through Ketchum, McLeod & Grove, Pittsburgh, 13-week campaign of 26 participations in the new *Bill Goodwin Show* (Mon.-Fri., 1:05-2 p.m. EST), starting Feb. 20; Allis-Chalmers Mfg. Co., Milwaukee, through Bert S. Gittins Adv., Milwaukee, a special *Biographies in Sound* program honoring Thomas A. Edison on Feb. 11 (8:05-8:55 p.m. EST);

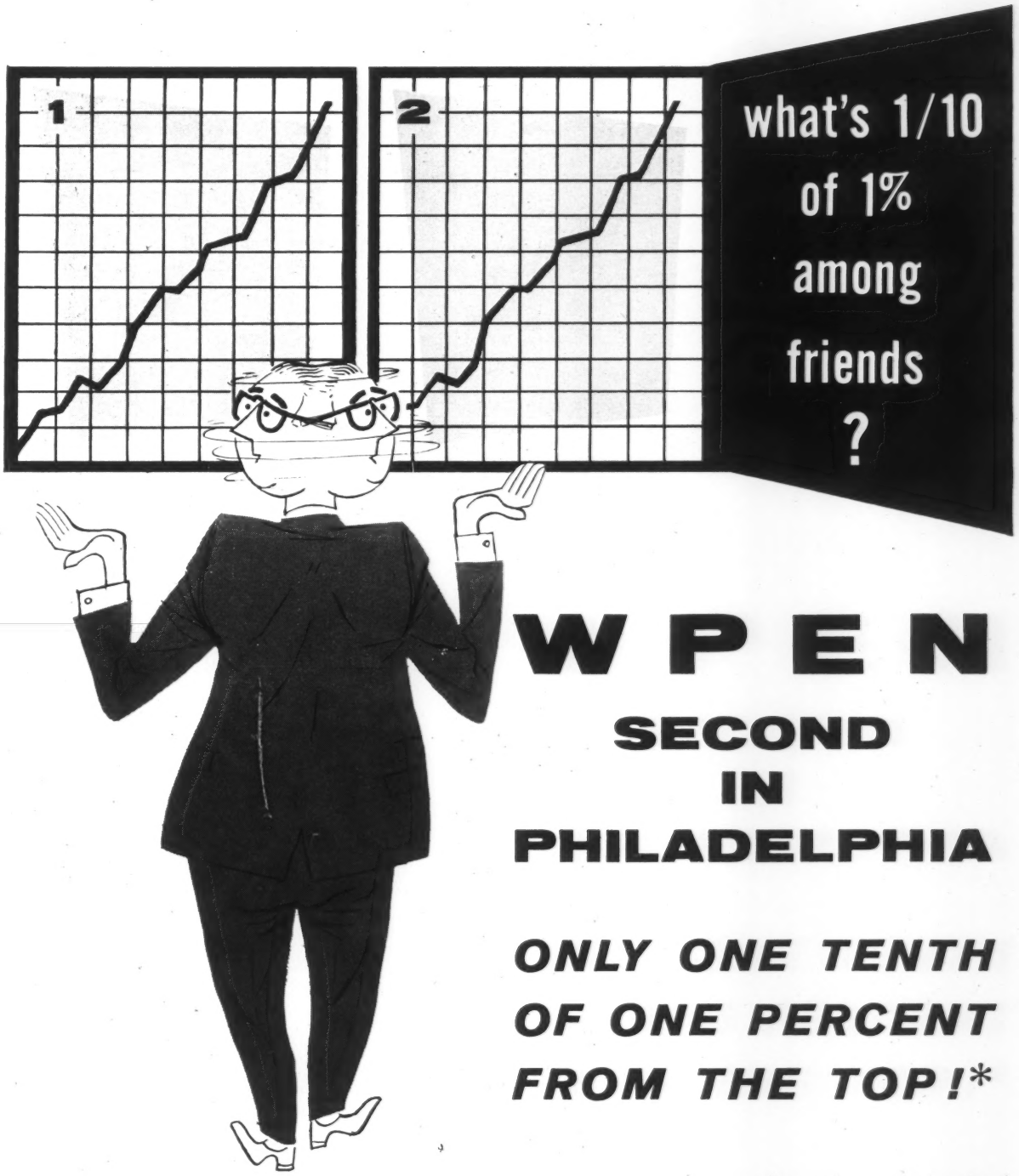
Knapp-Monarch Co., St. Louis, through Frank Block Assoc., St. Louis, a five-week schedule of 20 participations on *Monitor* during April; Maytag Co., Newton, Iowa., through Leo Burnett Co., Chicago, for 100 participations on *Monitor* over three weeks; Evinrude Motors, Milwaukee, through Cramer-Crasselt Co., Milwaukee, a ten-week schedule of one minute participations on *Monitor*, starting this spring.

Renewal contracts, Mr. McDaniel said, came from the American Oil Co. for its 52-week campaign on *Monitor;* Sun Oil Co. for its Monday-through-Friday evening *Three Star Extra* news programs for 52 weeks, and the Norwich Pharmacal Co. for its participations on *NBC Bandstand, Five Star Matinee* and *Monitor*.

WGIR Joins CBS Network

AFFILIATION of WGIR Manchester, N. H., with CBS Radio was announced last week by William A. Schudt Jr., vice president in charge of station relations. The station joins CBS Radio as a secondary affiliate but will become a primary in the supplementary group on next July 22, when it will replace WFEA as an affiliate.

WGIR is owned and operated by Northeast Broadcasting Corp. The station operates on 610 kc with 5 kw daytime and 1 kw nighttime.



WPEN

SECOND IN PHILADELPHIA

ONLY ONE TENTH OF ONE PERCENT FROM THE TOP!*

6 A.M. TO MIDNIGHT—MONDAY THRU SATURDAY

WPEN

*Pulse Sept.-Oct. 1956

Represented Nationally by **GILL-PERNA INC.**— *New York, Chicago, Los Angeles, San Francisco*

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Mon. Morning Headlines	News	Walter Winchell Co-op	Monitor
6:15	Paul Harvey News	F.B.I.	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Music Box Bill Hillman Commentator	Monitor
6:45	George Sokolsky		General Tire Sports Time	"Meet the Press"
7:00	Weekend News John Edwards	News Jack Benny	This Fabled World "By the People"	Monitor **
7:15	Overseas Assignment			
7:30	Sunday Music Hall	Our Miss Brooks	Pan American Panorama	
7:45	Weekend News			
8:00	Sp'kng of Sports	News	How of Decision Billy Graham Evangelistic Assoc.	
8:15	Sunday Music Hall	Pharmacraft (202) Pontiac 11/11 only Mitch Miller		
8:30			Hawaii Calls	
8:45				
9:00	Weekend News	News	News—Miles	
9:15	Sunday Music Hall	World Tonight	Sounding Board	
9:30		Face the World	Manion Forum Dean Clarence Manion	
9:45			Datelines & The Bible	
10:00	Erwin Canham	Sports CBS News	Music Box	Billy Graham Evangel. Assoc. How of Decision (Split Network) and *Monitor
10:15	Travel Talk	Birdland	Wings of Healing	
10:30	The Assemblies of God "Revival Time"	Church of the Air $	Bon Soir Paris	American Forum or Youth Wants to Know
10:45	Weekend News			
11:00	Imagination	News Dance Orchestra	Wings of Healing	Monitor **
11:15 PM				

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson Co-op Stockmarket	Bob & Ray	News Co-op Alex Drier Man on the Go
	ABC—News All State Mel Allen	No Service		
	No Service	Delco Batteries Lowell Thomas (198) R	Wonders of W'rld Sports	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Kool Amos 'n' Andy Music Mall	Kraft News Co-op Fulton Lewis, Jr.	News
	Co-op Quincy Howe	Ed. R. Murrow Co-op	Jazz Roost	R. Harkness News No Service
	Mysterytime	Robt. Q. Lewis	Mult. Sponsors Gabriel Heatter	News of World 166 **
	ABC Late News	News	Miles—News What's Your Opinion	One Man's Family **
	American Music Hall	Robt. Q. Lewis	True Detective Mysteries (Participating)	News
	ABC Late News		Miles—Footnotes	Boston Symphony Orchestra
	Firestone Voice of Firestone	Chev. News (199) The World Tonight	Danger with Granger	
	Dancing Party	Eric Sevareid $	Miles—News UN Radio Rev.	News Bell Telephone Telephone Hour (195) R
	ABC News	Capitol Cloakroom	Dinner Date	
	Louis Sobol Show		Reporter's Roundup	Classical Music for People Who Hate Classical Music
	News		Am. Hm Heatter	News
	Vandercook, CIO	Dance Orchestra	Lawrence Tibbett Presents	R. McCormick World of Music
	Imagination Milton Cross			
	News			Nightlife
	Imagination Milton Cross		Virgie Pinkley	
	ABC Late News	News	Lawrence Tibbett Presents	No Network Service
	Imagination	Dance Orchestra		
	Late News			

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson Co-op	Bob & Ray	News Co-op Alex Drier
	ABC—News All State Mel Allen	No Service		
	No Service	Delco Batteries Lowell Thomas (199)	Wonders of W'rld Sports	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Pharma-Craft Amos 'n' Andy Music Hall	Kraft News Fulton Lewis Jr.	News
	Co-op Quincy Howe	Ed. R. Murrow Co-op	Jazz Roost	R. Harkness News No Service
	Mysterytime	Robt. Q. Lewis	Mult. Sponsors Gabriel Heatter	News of World **
	ABC Late News	News	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family **
	American Music Hall	Robt. Q. Lewis	Treasury Agent (Participating)	News
	News $		Miles—Footnotes	Dragnet **
	Life Is Worth Living Bishop Sheen	Chev. News (199) The World Tonight	Big City	Operation: Entertainment
	Dancing Party	Eric Sevareid $	Miles—News UN Radio Rev.	News
	ABC News	Do You Know	Dateline Defense	Biography In Sound
	Louis Sobol Show		The Army Hour	
	News			News
	Vandercook, CIO	CBS News	Am. Hm. Heatter	R. McCormick
	Imagination Milton Cross	Dance Orchestra	Lawrence Tibbett Presents	World of Music
	News			News of World Nightlife
	Imagination Milton Cross		Virgil Pinkley	
	ABC Late News	News	Lawrence Tibbett	No Network Service
	Imagination	Dance Orchestra		
	Late News			

WED

	ABC	CBS
	No Service	Allan Jack Co-op
	ABC—News All State Mel Allen	No Servic
	No Service	Delco Batte Lowell Tho (198)
	CIO-AFofL Edw. P. Morgan	Pharma-Cra Amos 'n' An Music Hall
	Co-op Quincy Howe	Ed. R. Murr Co-op
	Mysterytime	Vincey Robt. Q. Lew
	ABC Late News	News
	American Music Hall	Robt. Q. Lew
	News $	Chev. News (1
	American Music Hall	The World Tonight
	News	Eric Sevarei
	Dancing Party	Up Date
	News $	CBS News
	Louis Sobol Show	Dance Orchestra
	News	
	Vandercook, CIO	
	Pabst Fights	
	ABC Late News	
	Imagination	News
	Late News	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News $	Dr. Wyatt Wings of Healing (306)	*News World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy
9:45				
10:00	Weekend News	Chev. News (178)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel $	E. Power Biggs $		
10:30	Weekend News	Invitation to Learning $	Voice of Prophecy (307)	
10:45	Negro College Choirs $			
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (362)	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) **
11:15	Marines in Review	Washington Week World Affairs	First Church How Christian Science Heals	
11:30	Weekend News		Northwestern U. Review $	
11:45	The Christian In Action $	Salt Lake City Tabernacle $		
12:00 N	No Net Service	Chev. News (170)	US Military Academy Band	
12:15 PM		Ray McKinley Orchestra		
12:30	Moods in Melody	Guy Lombardo Orchestra	Bill Cunningham Co-op	The Eternal Light
12:45		Weather	First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Miles—News Musical Caravan	Monitor
1:15				

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club (Participating)	Co-op News No Service	Co-op Robt. Harleigh Easy Does It	News No Network Service
	My True Story (Participating)	Arthur Godfrey (Participating)	Cecil Brown	News Frank Blair
	When A Girl Marries (Participating)	Am. Popcorn Amino, Bristol-Myers, Chef Boy-ar-dee Chun-King Hartz, Kellogg Schlitz, Bakers Perkins, Pillsbury, Scott Sherwin-Wms. Simoniz Slenderella Norwich, St. Brands, Staley	Bob & Ray Kraft News Miles Here's Hollywood Basil Rathbone	NBC Bandstand **
	Whispering Streets (Participating)		Johnny Olsen Show	
	Jack Paar Show (Participating)		Kraft News	News Frank Blair
	Make Up Your Mind		Sterling Drug Seaboard Drug Parallels In The News	
	ABC Late News Bobby Hammack Quintet	No Service	A Woman's Decision	NBC Bandstand **
	News	Wrigley Howard Miller (144)	Queen for a Day Participating	
	No Network Service	Bon-Ami P&G Slenderella W. Warren (144)	Kraft—News Heatter, Am. Hm. G. Hauser, Am. M.	News
		Colgate Backstage Wife	Miles Millie Considine Show	No Network Service
		Lever Campana, Scott H. Trent (136)	No Service	
		Colgate Our Gal Sunday (194)		
		Grant, Carter, Scott, Listerine Nora Drake	Co-op Cedric Foster	News
	Co-op Paul Harvey	Lever-Lipton Ma Perkins (198)	A. Ladd's Modern Moods	The Bill Goodwin Show **
	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
1:30 PM	Co-op No School Today	Co-op News Farm News		News
1:45		St. Louis Melodies	Country Jamboree	
2:00		Garden Gate		
2:15		Chv. Jackson (192)	Keep Healthy	
2:30		Galen Drake	No Network Service	
2:45			Kraft News	
3:00	All-League Club House	Slenderella (110)	No Network Service	
3:15		News	Good News	
3:30	Weekend News Sp'kng of Sports	Robt. Q. Lewis	Kraft News	
3:45	World Tourist Andy Reynolds Ranch Boys	Hershel Ca.if. Lewis-Howe (198)	US Marine Band	
4:00	Charlie Applewhite		Miles—News	
4:15	Weekend News	Chev., Jksn. (183)	Musical Wheel of Chance	
4:30	Sp'kng of Sports American Farmer	Amos 'n' Andy Music Hall	Kraft News	
4:45			American Living	
5:00	Dow Red Foley Show	Liggett & Myers Gunsmoke (199)	Magic of Music	
5:15		Weather		
5:30	Weekend News Sp'kng of Sports	Chev., Jksn. (185)	Symphonies For Youth	
5:45 PM	Navy Hour	Personal Angle Kathy Godfrey		

	NBC
	News
	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
	DeSoto You Bet Your Life (Split Network) Monitor
	Allis-Chalmers National Farm & Home Hour
	Morton Salt Dreier Topic Td

SUN

	ABC	CBS
	Weekend Ne	
	Pilgrimage	
	Healing Wat Inc. Dr. Oral Rob	
	Revelation and Current Crises	
	Weekend Ne	
	Sp'kng of Sp	
	Sammy Kay Sunday Serenade	
	Dr. Billy Gra Hour of Deci (229)	
	Gospel Besty Old-Fashion Revival Hr.	
	Speaking of Sp	
	High Mome In Music	
	Weekend Ne	
	College News Conference	

...SDAY

MBS	NBC
	News
	Co-op Alex Drier
	Sun Oil & Co-op 3-Star Extra (34)
	News
	R. Harkness News
	News of World (168) **
	One Man's Family **
	News
	People Are Funny **
	Recollections
	X Minus One
	Sleep No More
	News
	R. McCormick
	This Is Moscow
	Nightlife
	No Network Service

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson Co-op	Bob & Ray	News
ABC—News	No Service		Co-op Alex Drier
All State Mel Allen		Wonders of W'rld	Sun Oil & Co-op 3-Star Extra (34)
No Service	Dolco Batteries Lowell Thomas (199)	Sports	News
CIO-AFofL Edw. P. Morgan	Pharma-Craft Kools Amos 'n' Andy Music Hall	Kraft News	R. Harkness News
Co-op Quincy Howe		Fulton Lewis Jr.	News of World (168) **
Mysterytime	Ed. R. Murrow Co-op	Jazz Roost	One Man's Family **
ABC Late News		Mult. Sponsors Gabriel Heatter	News
American Music Hall	Viceroy Robt. Q. Lewis	Coca-Cola Co. Eddie Fisher Show	Bob Hope Show **
News S	News	Official Detective (Participating)	The Great Gildersleeve
American Music Hall	Robt. Q. Lewis	Miles—Footnotes	News
News	Chev. News (199)	It's a Crime Mr. Collins	At the UN with Drew Pearson
Dancing Party	The World Tonight	Miles—News	News
News S	Eric Sevareid S	UN Radio Review	Robert McCormick
Louis Sobol Show	Leading Question	Dinner Date	Carlin Conservation Club
News	CBS News	Co-op State of the Nation	Jane Pickens Show
Vandercook, CIO	Stuart Foster Show	Am. Hm. Heatter	No Network Service
Imagination Milton Cross	Dance Orchestra	Lawrence Tibbett Presents	
ABC News	News	Virgil Pinkley	
Imagination Milton Cross	Dance Orchestra	Lawrence Tibbett	
ABC Late News			
Imagination			
Late News			

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson Co-op	Bob & Ray	News
ABC—News	U.N. on the Record S		Co-op Alex Drier
All State Mel Allen		Wonders of W'rld	Sun Oil Co-op 3-Star Extra (34)
No Service	Dolco Batteries Lowell Thomas (199)	Sports	News
CIO-AFofL Edw. P. Morgan	Pharma-Craft Kools Amos 'n' Andy Music Hall	Kraft Five Star	R. Harkness News
Co-op Quincy Howe		Fulton Lewis Jr.	News of World (168) **
Mysterytime	Ed. R. Murrow Co-op	Jazz Roost	One Man's Family **
ABC Late News		Amer. Home Prd. Gabriel Heatter	News
American Music Hall	Viceroy Robt. Q Lewis	Miles—News	Monitor **
News S	News	What's Your Opinion	
American Music Hall	Robt. Q. Lewis	Countersay (Participating)	
News	Chev. News (199)	Miles—Footnotes	
Dancing Party	The World Tonight	Peril	
News S	Eric Sevareid S	Miles—News	News
Louis Sobol Show	So They Say	UN Radio Review	Monitor **
News	CBS News	John T. Flynn	
Vandercook, CIO	Dance Orchestra	True or False	News
Imagination Milton Cross		Am. Hm. Heatter	Gillette Boxing
ABC News	News	Lawrence Tibbett Presents	Sports Digest
Imagination Milton Cross	Dance Orchestra	Virgil Pinkley	Sports Highlights
ABC Late News		Lawrence Tibbett	No Network Service
Imagination			News of the World Morgan Beatty
Late News			

SATURDAY

ABC	CBS	MBS	NBC
Weekend News	News	Miles—News	Monitor **
Pan American Union	New Orleans Jazz Band	Airmen of Note	
Sports Kaleidescope	Saturday at the Chase	World Traveler	
Science Editor	News	Report from Washington	
Weekend News	Saturday Night Country Style	Dinner Date	
Sp'kng of Sports		Kraft News	
At Ease		Lombardoland USA	
Platter Brains		Word of Life Hour	
World Tourist			
Weekend News	Chev. News (192)	Bandstand USA	
Sp'kng of Sports	Entertainment U.S.A.		
Vincent Lopez Show			
As We See It	The Last Word		
It's Your Business	Sports		
Weekend News	News	Miles—News	R. J. Reynolds & Co-op Grand Ole Opry (93)
Dancing Party	Philadelphia Orchestra	Bandstand USA	
National Juke Box			
Weekend News	News S		
Lawrence Welk Army Show	Henry Jerome Orchestra	Renfro Valley Dance Barn	
Rhythm on Parade	Guy Lombardo Orchestra		Monitor **
Weekend News	News		
Imagination	Dance Orchestra	BBC Jazz Club	

6:00 PM
6:15
6:30
6:45
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9:00
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10:00
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10:30
10:45
11:00
11:15 PM

...A TIME

SUNDAY

CBS	MBS	NBC
Wadsworth Hour (39)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"
Lopez-Wittauer Showcase (78)	Marian Theatre	Monitor *
R. Farnon & His Orchestra		The Catholic Hour
Philharmonic Orchestra	Bands for Bonds	
News (5)		
CBS Workshop	Oklahoma City Symphony	Monitor **
Suspense		
Final (193) Sunset News	Miles—News	
Enlistment	Bands for Bonds	
Weather	Dr. Daniel Poling	
Johnny Dollar	Natl. Labor-Mgt. Partners In Progress	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Lever, Scott Campana Dr. Malone	Luncheon with Lopez	The Bill Goodwin Show **
ABC Late News	Listerine, Salada Carter Road of Life	Kraft News	News
No Network Service	P&G news (203)	Harry Noble	True Confessions **
	Right to H'piness Salada-Campana	Pollock BBC Nws	Woman In My House **
	Colgate, Scott Mrs. Burton	Lots of Music	The Affairs of ** Dr. Gentry
	Colgate Strike It Rich		News
	Pat Butrum Show (198) Wm. Wrigley		Five Star Matinee **
ABC Late News	Houseparty† (193) R Sunsweet Coldene, Swift Simoniz, Lever Std. Brands		"Hilltop House" **
The Martin Block Show	American Bird		"Pepper Young's ** Family"
ABC Late News	Renfro Valley Pillsbury	Mutual Reports	News
Treasury Bandstand	No Service	Lots of Music	Bill Goodwin Show (Repeat) **
No Network Service		(Th. only) Story of the Week	
ABC Late News	News	Basil Rathbone	News
No Network Service	No Service	Bob & Ray	No Network Service
		Miles Wonder of the World	
		Sports Time	
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
Shake the Maracas	Man Around The House	Symphonies For Youth	DeSoto You Bet Your Life Groucho Marx
Weekend News	Adventure In Science	Teen Talks	
Texas Co. Metropolitan Opera	News	Kraft News	
	String Serenade	Lawrence Tibbett Presents	
	Peabody Orchestra		
	News		
	Army Show		
	Dance Orchestra		
	News	Sports Parade	Monitor *
	Paladium Orchestra		
	Dance Orchestra	Co-op Standby Sports	
	News	Miles—News	
	Dance Orchestra	Standby Sports	
Weekend News			
Sp'kng of Sports			
Pop Concerts Dinner At The Green Room	Make Way For Youth	Kraft News	

January 28, 1957

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—
7:55-8 p.m., Les Griffith & The News. (332).

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.
3-3:15 p.m. M.Th.—Coldene.
3:15-3:30 p.m., Wed., Simoniz, Swift.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

MBS—
Queen For A Day—Mentholatum, Mon. thru Fri.; Seeman Brothers, Mon. thru Fri.; Miles Labs, Mon. thru Fri.
Series B—(8-8:25 p.m.) Mentholatum, Mon. thru Fri.; Carter Products (Alternate 3 a week); Aslum, Mon. thru Fri.; Brown and Williamson, Mon. thru Fri.; North American Accident Insurance Co. (2 spots a week).

NBC—
* **Network News on the Hour**—Brown & Williamson and Bristol-Myers starts at 8:00-8:05 a.m. on Sundays and is broadcast in other periods as follows during "Monitor": 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 p.m. NBC network news on the hour on Saturdays is scheduled at the following times on "Monitor": 8, 9, 10, 11 a.m., 12 noon; 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 p.m.
** "**Monitor**" is broadcast on a network and local participation basis. All other programs marked ** are also scheduled on the same basis.

PRESIDENTIAL OATH VIDEOTAPED

- **CBS-TV, NBC-TV record inaugural swearing-in ceremony**
- **First use of portable film processor made by CBS-TV News**
- **Estimated $682,000 spent for preemption, coverage costs**

AN HISTORIC 43rd Presidential inauguration was amply covered Monday by radio and tv, with television scoring two outstanding electronic developments:

• Both CBS-TV and NBC-TV recorded President Eisenhower's actual swearing-in ceremony on Ampex video (magnetic) tape and then replayed it less than an hour afterward.

• CBS reported that its news operation made the first commercial use of a new and small portable, high-quality film processing machine. CBS News reportedly shot and distributed more than 10,000 feet of film to more than 100 domestic and foreign subscribers.

Unusual in the coverage of the inauguration was a telecast of a buffet luncheon attended at the U. S. Capitol by President Eisenhower, Vice President Nixon and other dignitaries and their wives. Viewers could see but not hear the president as he ate and chatted informally with those about him at the table.

A tidy, estimated sum of $682,000 was spent by the radio-tv networks alone for preemption and actual coverage costs: tv coverage set at about $255,000; radio coverage at approximately $45,000; tv pre-emptions placed at about $360,000 and radio preemptions in the vicinity of $22,200.

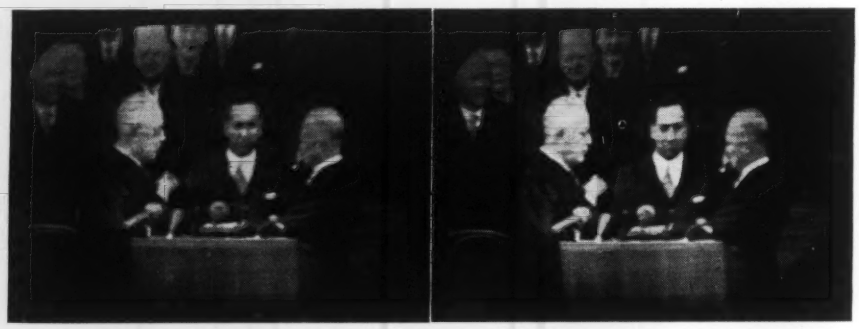
Full complements of personnel and equipment were mustered by all of the networks in covering the ceremony, the parade and the inaugural balls.

NBC reported it telecast five hours and 45 minutes of the events with the parade coverage continuing until 4:45 p.m. EST. On radio, NBC covered events from 11:30 a.m. to 2:30 p.m., and from 10:30 p.m. to 11 p.m. CBS Radio also started its coverage at 11:30 a.m. CBS-TV claimed it was on the air with inauguration programming for six hours and 45 minutes (11 a.m.-5 p.m. and then 11:15 p.m.-midnight). ABC extended its tv and radio coverage from the original 11 a.m.-3 p.m. hours it had set aside to another hour and a half to telecast more of the late-running inaugural parade.

CBS-TV video taped the oath-taking ceremony, replaying it on the network about 30 minutes after the actual swearing in at approximately 12:25 p.m. EST, and for a third time still 30 minutes after the second replay. NBC-TV reported that it played its video tape recording of the same scene less than a half-hour after the actual ceremony.

Observers thought the tape picture had extremely good quality, although it was noted that a slight streak appeared for a short time.

CBS News' film processing machine, which measures 29 x 20 x 36 in., can be shipped by air to any point in the U. S. or abroad. It requires no special dark room since it is a magazine-load type processor and can operate on a normal 110 volt power line. According to the network, the machine can process 45 feet of film per minute, using standard photographic developing solutions and producing film with quality comparable to that produced by large commercial laboratories.



TWO VERSIONS of the same historic moment were telecast 30 minutes apart by CBS-TV. Here's how—within the limits of still camera ability to reproduce tv pictures—the principals looked each time. CBS-TV photographed one picture as it appeared live on the television screen. The other also was shot off the tube, but as it appeared a half-hour later on Ampex video tape. Witnessing the exchange between Chief Justice Warren and President Eisenhower is John T. Fey, clerk of the Supreme Court. Former President Hoover appears in the background, at left on tape, live on the right.

'Pressure Groups' Pose Problem To Networks, Says CBS-TV Official

CHIEF PROBLEMS in public relations facing television networks lie in the areas of the special publics often called "pressure groups," Robert Strunsky, copy director of CBS-TV, told a meeting of the Assn. of Advertising Men and Women last week at the Hotel Biltmore in New York.

Mr. Strunsky indicated the range of "pressure groups," covering such diverse areas as lobbies, nationality organizations, business, educational and religious groups, and claimed they had certain common characteristics "which endow them with a degree of strength and power out of all proportion to their size." Mr. Strunsky described these pressure groups as being "cohesive, articulate and skilled in the techniques of making their influence felt" and added that each group has "a formulated program of action or a specific set of principles which it is intent on advancing."

The television industry, Mr. Strunsky said, has not produced "a schematic program" to meet the public-relations problems indicated and none is likely to be produced. But he added the networks meet each problem as it arises, and also apply "certain basic principles of fairness and balance which have been established and are operating." He cited the "equal time" provision for the discussion of controversial issues and for appearances by candidates for political office and the NARTB Code governing questions of good taste, the quality and duration of commercials and injunctions against the use of racial and religious stereotypes.

Speedway Bcstg. Network Gets Rights to Broadcast Auto Races

EXCLUSIVE rights for broadcast coverage of some 16 automotive racing events this year have been obtained by Speedway Broadcasting Network, it was announced last week by James E. Ford, president of the new organization.

Network plans to cover races in an area extending from Illinois to the East Coast. Each broadcast will run approximately 90 minutes on either Saturday or Sunday. Membership in the network is being offered to stations in Illinois, Indiana, Iowa, Southern Michigan, Ohio, Pennsylvania, New York and New Jersey at the outset and will be extended elsewhere in the country sometime in the future.

According to Mr. Ford, member stations would pay 8% of their one-time Class "A" hourly rate for each quarter hour of a broadcast and would arrange and pay local facility charges. Provision would be made for local station spots, one-minute every ten minutes, and a limit of one station per area, with right to sell its own exclusive coverage.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Leadership!...

IN ALL PERIODS

ARB December 1956

STATION SHARE OF SETS IN USE

Sign on to 12 noon

WDEF-TV	62.3
Station B	36.5

Noon to 6:00 p.m.

WDEF-TV	55.7
Station B	43.2

6:00 p.m. to Midnight

WDEF-TV	59.3
Station B	38.4

WDEF-TV
14 of top **15**
Net Shows

WDEF-TV
8 of top **10**
Syndicated Shows

WDEF-TV
428 of **562**
Measured ¼ Hours

CBS TELEVISION

Full 316,000 Watts

From antenna atop
Signal Mountain
High above City

THE BRANHAM COMPANY

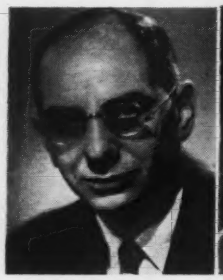
CHATTANOOGA • The 79th Market

HAUSMAN, ZORBAUGH NEW CBS RADIO V.P.'S

- **Former to advertising post**
- **Latter general attorney**

APPOINTMENT of two new CBS Radio vice presidents was announced last week by Arthur Hull Hayes, CBS Radio president.

Louis Hausman becomes vice president in charge of advertising and promotion effective today (Monday), and Geraldine B. Zorbaugh has been made vice president and



MR. HAUSMAN

MRS. ZORBAUGH

general attorney, a newly-created post. Her appointment is effective next Monday.

Mr. Hausman joined CBS in 1940. He was associated with CBS Radio except for the past four years when he served successively as a CBS-Columbia vice president and later of CBS Inc.

He succeeds Jules Dundes, who was advanced to vice president in charge of station administration in an executive shift last November.

In his new post, Mr. Hausman will be responsible for advertising, audience promotion, sales promotion and press department activities at CBS Radio and also will supply creative counsel to other areas within the radio division.

In announcing the appointment, Mr. Hayes noted that Mr. Hausman's re-association with CBS Radio was particularly noteworthy in view of "all indices of radio, both network and local, pointing upward."

Mrs. Zorbaugh formerly was with ABC where she was a vice president and special assistant to the president (Robert E. Kintner, now with NBC). At the time of her elevation, she was credited with being the first woman to achieve a network vice presidency. She held various posts with ABC, first as a staff attorney, later as assistant general attorney and assistant secretary, and before her vice presidency, as secretary and general counsel of ABC and assistant secretary of American Broadcasting-Paramount Theatres.

Robert Dunne, assistant general attorney for CBS Radio, continues in that position.

NBC-TV Claims Superior Rating Based on Nielsen Survey No. 2

NBC-TV reports it is viewed during an average week by more than 96% of all U. S. tv homes, or a total of 34,087,610, which the network claims is an advantage of 217,000 homes over the "second leading network."

NBC's study, conducted by its research department, is based on findings of the second Nielsen Coverage Service survey (NCS No. 2).

Among other things, NBC says it has found that its full tv network circulation has more than doubled in the four-year span between the first NCS of May 1952 and the current survey.

In weekly viewing, the network finds Nielsen showing NBC-TV to be viewed in the daytime by 27,441,730 homes, or 77.3% of the U. S. total, and in the nighttime by 33,917,860 homes, or 95.6%.

Breaking the figures down further, NBC finds the average day viewing in daylight hours more than 19,946,000 tv homes, or 56.2% of U. S. homes, and in night hours an average of 28,748,730 tv homes, or 81%. NBC-TV claims these figures give it a lead over the other networks.

NBC's Color Tv Workshop Opens Today in Washington

NBC COLOR TV experts, headed by the network's director of special events, Barry Wood, will present various facets of color television in the fifth annual "Visual Workshops" series, which opens today (Monday) and continues through Friday in the Jefferson Auditorium of the U. S. Dept. of Agriculture, Washington, D. C. The series is sponsored by the Agriculture Dept.

Mr. Wood will open the meetings with an address on "The Today and Tomorrow of Color Television," and then will moderate a panel discussion to be presented by three NBC officials—Ed Bennett, Reid Davis and Stan Parlan. Mr. Bennett is supervisor of scenic design and graphic arts for the network; Mr. Davis is manager of television technical operations, and Mr. Parlan is supervisor of broadcast film.

More than 600 officials—including heads of university radio and tv departments, educational broadcasters, and various government services representatives—have been invited to the meetings.

Other highlights of the workshop include an RCA film entitled "The History of Television" and a visual workshop presented by Mr. Bennett and George Heinemann, director of program planning and development for owned-and-operated stations. Mr. Bennett will discuss scenic design, graphic arts and visual aids, and Mr. Heinemann, programming for local stations.

CBS-TV Promotes Fisher, Harrison

APPOINTMENT of Thomas K. Fisher to the new post of vice president and general attorney for CBS-TV is being announced today (Monday) by President Merle Jones as part of the move in which separate legal departments are being established by CBS Radio and CBS-TV (see this page for CBS Radio appointment).

At the same time Mr. Jones announced that W. Spencer Harrison, who has been vice president in charge of legal and business affairs for CBS-TV, takes over the new post of vice president and business manager of talent and contract properties for the network.

Mr. Fisher, who will handle all legal matters for the CBS tv division and will report directly to President Jones, joined the CBS legal department in 1955. He formerly was associated for 10 years with the New York law firm of Donavan, Leisure, Newton & Irvine, and had been assistant U. S. Attorney in New York for two years. Before that, he served in the Navy, Office of the General Counsel.

Mr. Harrison, according to the announcement, will "assume administrative responsibility in the broad field of program and talent business administration," working closely with Hubbell Robinson Jr., executive vice president. The CBS-TV business affairs department, under Merritt Coleman, will report directly to Mr. Harrison.

Mr. Harrison joined CBS in July 1942 after serving as law clerk to Judge Frank Richman of the Indiana Supreme Court.

ABC Radio Signs 2 New Sponsors, Renews Contracts With 4 Others

ABC RADIO has signed two new sponsors for segments of *Breakfast Club, My True Story* and *Whispering Streets*, and renewed contracts with four other companies for segments of *Breakfast Club*, announced George Comtois, ABC national sales manager.

C. H. Musselman Co. (food products), Biglerville, Pa., through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, will make its first use of network radio March 18 when it begins sponsoring the Monday, 9-9:05 a.m. and Tuesday, 9:20-9:25 a.m. segments of Don McNeill's *Breakfast Club* on ABC Radio (Mon.-Fri., 9-10 a. m. EST). Also signed by ABC Radio last week: The Nestle Co. (Nescafe), White Plains, N. Y., through Bryan Houston, for segments on *Breakfast Club, My True Story* and *Whispering Streets*.

Among the renewals announced by Mr. Comtois: on *Breakfast Club*—Beltone Hearing Aid Co., through Olian & Bronner Inc., both Chicago; Foster-Milburn Co. (Doan's Pills), Buffalo, N. Y., through Street & Finney, N. Y.; Charles Pfizer & Co. (poultry remedies, livestock feed), Brooklyn, N. Y., through Leo Burnett Co., Chicago; and Rust Craft Publishers (greeting cards), Decham, Mass., through Chambers & Wiswell, Boston. Foster-Milburn also renewed its *Whispering Streets* participation.

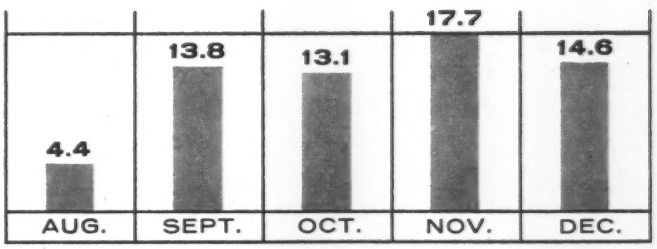
WARNER BROS. RATINGS

START BIG AND GET BIGGER!

14.8
4-month average with Warner Bros.

On WBZ-TV's "Boston Movietime", (5:00-6:30 P.M., Mon.-Fri.) ratings shot up with the start of programming Warner Bros. features from the previous month's 4.4 to a rousing 13.8. Succeeding months saw ratings go even higher, and stay up!

13.8
first month of Warner Bros.



These ARB Ratings Demonstrate Not Only The Tremendous Audience PULL. . . But Also the Solid STAYING-POWER Of These History-Making Warner Hits!

4.4
before Warner Bros.

write or call **a.a.p. Inc.**

345 Madison Ave., N. Y. C. MUrray Hill 6-2323

CHICAGO
75 E. Wacker Drive • DEarborn 2-4040

DALLAS
1511 Bryan Street • RIverside 7-8553

LOS ANGELES
9110 Sunset Boulevard • CRestview 6-5886

NBC-TV STEPS UP USE OF AMPEX VTR

- **Five weekday series on tape**
- **Ampex explains deliveries**

NBC-TV, which has been quietly testing its new Ampex Videotape Recording apparatus in Hollywood and earnestly examining the CBS-TV repeat telecasts via this process, last week just as quietly plunged into a full-scale Ampex operation. Five NBC-TV Monday-Friday series—*Today, Home, Truth or Consequences, News Caravan* and *Tonight*—are now being taped off the network line at the time of their broadcast in the East and repeated three hours later for the Far West. If results are satisfactory—and no one seems to doubt they will be—plan calls for dropping present early morning broadcast of *Truth or Consequences,* now staged at 8:30-9 a.m. PST for live broadcast for the East at 11:30 a.m.-12 noon EST, replacing it with a 6 p.m. PST audience performance that will be taped for use on the air the following day in both East and West.

Meanwhile, Ampex last week contacted its waiting list of station customers to fully explain its November 1957 date for start of deliveries [B•T, Jan. 21].

Phillip L. Gundy, vice president and general manager of the Audio Div. of Ampex, noted the many improvements planned for the VTR as a result of the firm's work with CBS and NBC during network use of engineering prototypes. All the tv industry will benefit from findings of this re-evaluation program and all order holders will receive machines with refinements not in the original plan, he said.

Mentioning the necessary penalty in delivery time, Mr. Gundy emphasized that "our first concern is to make a product which most nearly fits the operating practices of all users."

Ampex expects to ship two more VTRs to CBS this month, completing the original order of five. Delivery to NBC was completed with delivery of a third Ampex system in New York last month.

Completion of the re-evaluation program, according to Ampex, allows the firm to concentrate on tooling for the production recorder, Model VR-1000, for which broadcasters have subscribed a backlog worth $4 million.

CBS-TV to Use Magnetic Tape For 'Talent Scouts' in March

ARTHUR GODFREY's *Talent Scouts* (Mon. 8:30-9 p.m. EST) has been recorded experimentally by CBS-TV on its Ampex magnetic tape equipment. The network at present plans to program the tape in early March, during the time when the show's star, Arthur Godfrey, will be vacationing in Africa for five weeks, beginning about Feb. 23.

PRESENTS 300TH

TONIGHT (Monday) marks the start of the eighth year and 300th broadcast for *Robert Montgomery Presents.* The dramatic show has filled the Monday, 9:30-10:30 p.m. period on NBC-TV. During its years on the air, the show has used 253 authors and the talents of 7,204 actors and actresses. The program has been sponsored throughout its tenure. Lucky Strike cigarettes was the original sponsor and in 1952 shared alternate weeks with S. C. Johnson Wax Co. The latter firm has continued to sponsor the alternate weeks since, and beginning tonight the Mennen Co. underwrites the alternate week released by Schick Razor.

Keystone Adds 9 Affiliates

KEYSTONE Broadcasting System has announced the addition of nine new affiliates for its transcription network service, bringing the number of clients to 917. Blanche Stein, KBS station relations director, reported the new stations are KUEN Wenatchee, Wash.; WSKI Montpelier, Vt.; WBLR Batesburg, S. C.; KMRS Morris, Minn.; KLLA Leesville, La.; WWXL Manchester, Ky.; WCYN Cynthiana, Ky.; WWVR Terre Haute, Ind., and KAIM Honolulu, T. of H.

is the word for abc *a in '57*

Coming: February 13th at the Waldorf-Astoria, New York

February 15th at the Hotel Sherman, Chicago

Tv as 'Motimation' Force Stressed in ABC Presentation

TELEVISION is an instrument of "motimation"—motivation of people to buy the products of automation—according to a new presentation prepared by ABC-TV and being released in booklet form today (Monday).

"Motimation"—a word coined by Jack Singer and Ridgway Hughes of the ABC-TV sales development and research department, who wrote the presentation—"is the power of television . . . the vital sales force that transforms tv viewers into doers," the booklet asserts.

As the growing number of products requires companies to rely more on "impersonal supermarket type" of salesmanship and less on personal selling, the presentation points out, television becomes increasingly important in its "power to move people to products more swiftly, more effectively, more efficiently than any other method."

It points up television's growth (37.7 million tv homes and 12,000 being added daily); its influence on family life (5 hours 26 minutes spent with television by the average tv home each day); its diminishing cost-per-thousand ("today it costs tv advertisers less than two-thirds as much to reach the same number of people as it did in 1950," while all other media's costs-per-thousand have gone up); its growing acceptance by advertisers (303 advertisers in network tv in the first six months of 1956, compared to 71 in the same period of 1949, with both large and small advertisers boosting tv's share of their budgets).

The booklet winds up with a presentation on behalf of ABC-TV specifically, asserting that ABC-TV "brings you a bigger choice of programs, time periods, stations plus coverage and audience opportunity." The "accelerating rate of increase in ABC-TV's annual billings," the "continuing increase in the number of homes that are devoting increasing amounts of time watching ABC-TV programs," the network's "rapid improvement" in total coverage and its decreasing cost-per-thousand all are pointed up in text and charts.

MUTUAL MAGNANIMITY

IN an example of inter-network magnanimity, Mutual will honor an employe on CBS Radio-affiliated WLAC Nashville Thursday during MBS *Official Detective* series (Thursday, 7-7:30 p.m. EST). MBS will present its weekly "Outstanding Detective" award to Herman H. Grizzard, sports director of WLAC.

Last fall, while Mr. Grizzard was a midnight-to-dawn disc jockey on the station, he cooperated with police in tracking down a fugitive from justice, called "The Creeper." Since it was believed "The Creeper" heard the calls on the police radio, Mr. Grizzard permitted authorities to broadcast coded messages on his program so that communication could be maintained among the various policemen working on "The Creeper" case.

WHICH TV STATION DOMINATES SOUTH BEND?

THE SOUTH BEND-ELKHART TELEVISION AUDIENCE

ARB RATINGS NOV. 15 - NOV. 21

RANK	PROGRAM	WSBT-TV	STATION "A"	STATION "B"
1.	What's My Line?	51.5		
2.	I Love Lucy	49.3		
3.	Ed Sullivan Show	47.2		
4.	NCAA-N. D. Football		44.5	
5.	I've Got A Secret	44.3		
6.	Red Skelton Show	41.2		
7.	Climax	39.5		
8.	$64,000 Question	39.4		
9.	Jack Benny	37.7		
10.	Your Hit Parade		36.5	
11.	Perry Como Show		36.1	
12.	The Millionaire	35.5		
13.	Playhouse 90	35.1		
14.	Lassie	34.5		
15.	The Line-Up	34.5		
16.	Jackie Gleason Show	34.4		
17.	December Bride	34.3		
18.	Robin Hood	34.0		
19.	Alfred Hitchcock Presents	33.3		
20.	Gunsmoke	33.0		
21.	Chevy Show—Bob Hope		32.9	
22.	U. S. Steel Hour	32.8		
23.	People Are Funny		31.5	
24.	Loretta Young Show		31.5	
25.	$64,000 Challenge	31.3		

41 OF THE 50 TOP-RATED SHOWS ARE CARRIED BY WSBT-TV!

There's no doubt about it—WSBT-TV dominates the South Bend television picture. One audience study after another proves this. You just don't cover South Bend unless you use WSBT-TV! Write for detailed market data.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS . . . A CBS BASIC OPTIONAL STATION

ABC TELEVISON Network executives and members of the ABC-TV Affiliates Assn. board of governors pause during one of their sessions at the Balmoral Hotel, Miami Beach, a fortnight ago. Seated clockwise (from extreme left) are Robert Lemon WTTV (TV) Bloomington, Ind.; Joseph Herold, KBTV (TV) Denver; Joseph Hdladky, KCRG-TV Cedar Rapids, Iowa; Joseph Bernard, WGR-TV Buffalo; Harry Lebrun, WLWA (TV) Atlanta; Fred Houwink, WMAL-TV Washington, chairman, ABC-TV Affiliates; Willard Walbridge, KTRK-TV Houston, Tex.; Joseph Drilling, KJEO-TV Fresno, Calif.; Donald Davis, KMBC-TV Kansas City; Michael J. Foster, vice president in charge of press information and advertising for ABC; Donald Coyle, director of sales development and research for ABC-TV; Oliver Treyz, vice president in charge of ABC-TV network; James Aubrey, vice president in charge of programming and talent for ABC-TV network; Alfred Beckman, director of station relations for ABC-TV network; John Eckstein, director of advertising and promotion for ABC; Slocum Chapin, vice president in charge of sales for ABC-TV Network; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.; Simon Siegel, ABC treasurer; Julius Barnathan, manager of research for ABC-TV network.

David Lowe Named to Head NBC-TV's Educational Project

NBC-TV last week continued to clear the way for its educational tv project, tentatively to start March 11, by appointing David Lowe, tv and stage producer-director, as producer.

According to Edward Stanley, NBC manager of public service programs, who heads the project that will telecast five series of programs to all 25 of the nation's non-commercial educational tv stations [B•T, Jan. 21], Mr. Lowe assumes overall supervision of production in the series. The project will cover mathematics, music, government, literature, world geography and economics.

NETWORK PEOPLE

John J. Kelly, formerly on advertising sales staff, *Collier's* magazine, to ABC-TV as account executive in eastern sales department.

Gordon Mason, national sales representative for KNX Los Angeles, named account executive for Columbia Pacific Radio Network, succeeding **Roland McClure,** appointed manager of the CBS Radio Spot Sales, Hollywood. **Tom Pate,** Pacific coast sales service manager for CBS Radio and CPRN, succeeds Mr. Mason and **Jim Francis,** CPRN sales promotion department, takes over Mr. Pate's former post.

Von Dexter, composer-conductor for NBC-TV's *This Is Your Life*, and freelance tv program composer *(Douglas Fairbanks Jr. Presents* and *Dangerous Assignment)* named music director of NBC's Pacific division.

James E. Conley, account executive with CBS-TV Spot Sales in Chicago, and **Fred L. Nettere,** with NBC Spot Sales in N. Y. appointed account executives in New York office of CBS-TV Spot Sales. **George W. Faust,** with sales staff of KNXT (TV) Los Angeles, named account executive in Chicago office of CBS-TV Spot Sales.

Adolph L. Seton, assistant director of ABC Press Information, named to newly-created post of manager, on-the-air promotion of ABC's advertising and promotion department. **David Rooney** of same department promoted to assistant to manager, on-the-air promotion.

Harry Woodman, coordinator of traffic for NBC, to retire Feb. 1 after 30 years of service with network.

David J. Maness, former assistant managing editor, *Collier's* magazine, to NBC-TV as writer on *Tonight* show. Also assigned to *Tonight* in writing capacity: **Martha Weinman,** former editorial associate at *Woman's Home Companion.*

Jay Hoffer, in charge of audience promotion for ABC-TV and Radio, father of girl, Claudia Rosemarie, Dec. 29.

'LUTHER' INCIDENT VEERS TOWARD FCC

FORMAL PROTEST of the controversial cancellation of the "Martin Luther" film last month by WGN-TV Chicago is expected to be filed soon before the FCC, a Washington attorney retained by a newly-formed Protestant action committee for the fight, told the Commission last Tuesday in a letter.

Attorney Frank S. Ketcham asserted in the letter to the FCC secretary that the film cancellation last Dec. 18 three days before its scheduled showing was an "arbitrary action of WGN-TV of Chicago." He stated that the "Action Committee for Freedom of Religious Expression and other organizations . . . intend to file a formal pleading with your Commission . . . requesting appropriate relief to assure responsible performance by broadcast licensees of their obligation to operate their facilities in the public interest."

Among other actions contemplated in the controversy, according to Mr. Ketcham: a petition with at least 300,000 signatures of Chicago citizens will be filed with the FCC; a mass meeting of protest in Chicago is planned for sometime in the next few weeks.

The Washington attorney late last week was slated to see Chairman Warren Magnuson (D-Wash.) to request a hearing on the matter before the Senate Interstate & Foreign Commerce Committee.

In Chicago the Protestant "action" committee was scheduled Friday to formally announce its formation, according to Dr. John W. Harms, executive vice president of the Church Federation of Greater Chicago. Dr. Harms said the "action" committee was to be composed of about 30 Protestant denominations, and will have full support from the federation, the Luthern Council of Chicago and other groups. The committee has charged that WGN-TV cancelled the motion picture as a result of Roman Catholic pressure [B•T, Dec. 24, 1956, *et seq.*].

Despite the planned protest filing before the FCC, Ward L. Quaal, vice president and general manager of WGN Inc., would not comment on further developments.

Mr. Quaal stuck to his initial statement that the station has "no present intention" of rescheduling the Martin Luther film. [B•T, Jan. 14].

Ind. Corporations Elect Officers

J. ROBERT QUIGG has been elected chairman of the board of the Central Bcstg. Corp. and the Marion Radio Corp.—owners and operators of WKBV Richmond, Ind., and WBAT Marion, Ind.—in a recent election of officers for both corporations.

Lester G. Spencer was elected president of the two corporations, and assistant treasurer for both. Other officers are C. E. Hamilton, vice president; H. W. Bockhoff, secretary-treasurer; Allan B. McCrea, assistant secretary. William C. Fowler was elected vice president in charge of operations for WBAT, and is responsible to Mr. Spencer, who has charge of operations for WKBV.

*Patents Pending

One million hours in the making

THE NEW TelePrompTer® MOD V FOR 1957!

NOW AVAILABLE TO THE TELEVISION INDUSTRY

To perfect the new TelePrompTer Mod V, it required more than one *million hours* of extensive TelePrompTer Performances covering thousands of Network Telecasts . . . UHF, VHF, Network Affiliate and Independent TV station operations!

NEW DESIGN

NEW FLEXIBILITY

NEW PERFORMANCE

NEWEST OF ALL . . . THE NEW EYE-LET SYNCHRONIZING SYSTEM. New high impedance electronic contact enables simplified design; *with no moving parts,* Easy loading, Quiet Operation.

NEW MASTER CONTROL SYSTEMS . . . Smaller built-in Multi-controls for greater adaptability. All controls electrically isolated.

RACK MOUNTING . . . Space saving compact power panel permits optional standard rack installation for easier handling and portability.

DUAL HAND CONTROL. . . Instantaneous master and slave controls permit greater performance flexibility . . . additional production freedom for TV Director and key studio personnel.

FOOT PEDAL CONTROL . . . Hand free control, ideal for Newscasts and Product Demonstrations where hand motion is indispensable.

RING CONTROL . . . Undetectable ring control regulates TelePrompTer with slight finger pressure. Ideal for Professional Commercial Delivery.

INDUSTRY CAMERA MOUNT . . . Simple, Instantaneous Mount and Dismount of TelePrompTer Unit. Designed specifically at request of Networks and Stations.

ADVERTISERS PREFER TELEPROMPTER STATIONS!

For further details or to arrange an immediate installation write or call collect:

JAMES BLAIR, *Equipment Sales Mgr.*
HERBERT W. HOBLER, *V. Pres., Sales*

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LOS ANGELES • CHICAGO • WASHINGTON, D.C. • DETROIT • MIAMI • PHILADELPHIA • TORONTO • LONDON

Date at 8 . . .

in New York, Dallas, Denver—and points west!

WANT PRIME TIME from coast to coast? *With film, it's easy!* Scheduling is a breeze. No star worries—no dangers of "slips" or fluffs, either. What's more, you can rehearse to your heart's content, film your show, edit and pre-test for maximum effectiveness. Yes, you make time and save money . . . when you USE EASTMAN FILM.

For complete information write to Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Ave.	130 East Randolph Drive	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 1, Ill.	Hollywood 38, Calif.

or W. J. GERMAN, Inc.

Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Shoot it IN COLOR . . . You'll be glad you did!

Sidley Amends Complaint In Suit Against KFWB, C-C Publishing Co.

MORTON SIDLEY, former commercial manager of KFWB Los Angeles, has filed an amended complaint in Los Angeles Superior Court seeking to restrain transfer of assets before his claim is settled in a $600,000-plus breach of contract suit against KFWB, Harry Maizlish, the station's former owner, and the Crowell-Collier Publishing Co. which bought the station for $2.5 million.

Mr. Sidley's suit grew out of his release from KFWB—following Crowell-Collier's purchase of the station—without, he says, payment of 9% of the station's sales price, which he claims was included in his seven-year contract. The FCC approved the sale of KFWB to the publishing company last August.

The case is expected to come to trial in "about six months," Bernard Reich, Mr. Sidley's attorney, told B•T last week.

KTLA (TV) 10th Anniversary Features Special Telecasts

SPECIAL TELECASTS and open house with guided tours through the studio last week highlighted the tenth anniversary celebration for KTLA (TV) Los Angeles.

The station, which telecast its first program on Jan. 22, 1947, kicked off a six-day celebration last Tuesday at 9:30 p.m. with the appearance of more than 120 motion picture, record and tv stars on its regular *City At Night* show, which was extended to two hours for the anniversary.

Star performers appearing on the show included Betty Grable, Harry James, Frankie Laine, Spike Jones, Art Linkletter, Harry Von Zell, Guy Madison, Andy Devine, Eddie Dean, Jack Carson, June Christy, Billy Eckstine, Kirk Douglas and all of the station's own talent. The program was beamed from KTLA's new Sunset Studios in Hollywood.

Host for the special telecast was Ken Graue, who toured the station lot interviewing personalities from KTLA's past and present.

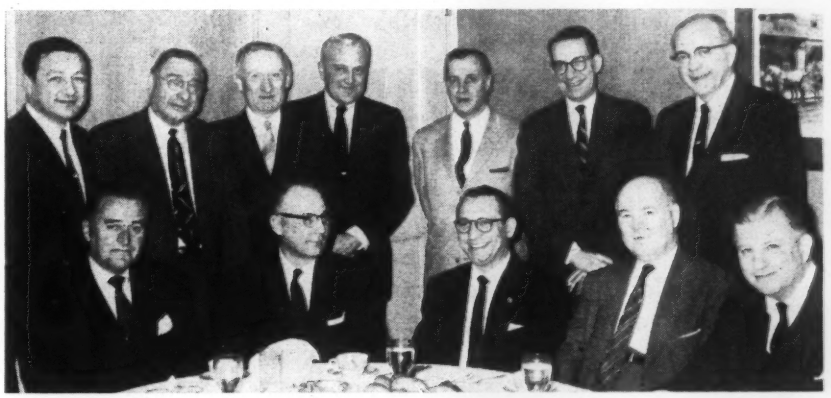
Throughout the anniversary week, the station's programs saluted the past 10 years, with special guests, songs and glimpses of the first days of television. KTLA's two theatres had continuous live and film entertainment during the week, and offered guided tours through the studios to the public.

Richdale on KOTV (TV) Board

JAMES C. RICHDALE JR., vice president and general manager of KOTV (TV) Tulsa, Okla., since November 1956, has been elected to the board of directors of KOTV Inc., it was announced last week.

MR. RICHDALE

Mr. Richdale joined KOTV in November 1954 as commercial manager. Before that he was with Edward Petry & Co., representative, New York, and WNAC-TV Boston.



THESE MEN have two things in common: they all used to work with (or against) each other in radio-tv in Omaha, and they're now radio-tv and agency executives located, for the most part, in New York. Howard O. Peterson, general manager of KTVH (TV) Hutchinson-Wichita, got the Omaha alumni from the '30's together for a reunion luncheon at which he was host last week in New York. Shown (l to r): seated, Gordon Gray, executive vice president and general manager of WOR-TV New York; Mr. Peterson; Charles Schlaifor, president, Charles Schlaifor Co., New York advertising agency; Donald D. Hoover, president and manager, Bozell & Jacobs, New York; Eugene M. Skinner, assistant manager, Young & Rubicam merchandising department; standing, Frank Pellegrin, vice president and secretary, H-R Representatives; Harold Fair, radio-tv vice president, Bozell & Jacobs; Eugene Thomas, general manager of KETV (TV) Omaha permittee; Merle Jones, president, CBS-TV; E. W. Dallier, general sales manager, KTVH; William E. Kearns, president, Ted Bates & Co.; Frank Headley, president, H-R Representatives. Another Omaha alumnus at the luncheon, but absent when the picture was made, was James C. Douglass, radio-tv vice president, Ted Bates & Co.

ONE WILL DO!

You bag the biggest game in Columbus and Central Ohio with just one station . . . WBNS Radio. No need to scatter your shots, WBNS delivers the most (and the best) listeners . . . twice as many as the next biggest station. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

Smith, Dellar Buy KNEW From Hagadone for $400,000

SALE of KNEW Spokane, Wash., by Inland Empire Broadcasting Co. to Mt. Rainier Radio & Television Broadcasting Corp. for about $400,000 was announced last week.

KNEW, operating on 790 kc with 5 kw, is affiliated with MBS. It is owned by Burl C. Hagadone and associates.

Mt. Rainier is owned equally by Lester M. Smith and Lincoln Dellar. They also own KXL Portland, Ore.; KJR Seattle, Wash., and KHMO Hannibal, Mo. Mr. Dellar with his wife is the owner of KXOA-AM-FM and ch. 40 KCCC-TV Sacramento, Calif.

Mr. Smith announced that C. E. Rodell, manager of KNEW, will continue in that capacity following FCC approval of the purchase.

Additions, Promotions Made By Evansville, Ind., Stations

ADDITIONS to and promotions on the staffs of WEHT (TV) and WEOA, both in Evansville, Ind., and under joint ownership and management since last fall, were announced last week.

Ed Richter and Ernest Felix make up the new owner-management team. Additions to the two staffs include Howard Duncan, formerly local sales manager for WTVN (TV) Columbus, Ohio, as tv sales manager; William Hight, also formerly with WTVN (TV), as radio commercial manager, and Wilbur ("Red") Walker, formerly assistant advertising manager of Servel, Inc., as radio sales manager.

Those promoted to the joint tv and radio station staff are Rod Cavin, to sales coordinator; Ulysses Carlini, to executive producer; Pete Dooley, to chief announcer for WEOA; John Drum, to promotion director; Becky Allen, to continuity chief and Mel Jones to fulltime on-the-air work. In his new post as sales coordinator, Mr. Cavin will serve as contact between tv sales and the continuity and production departments.

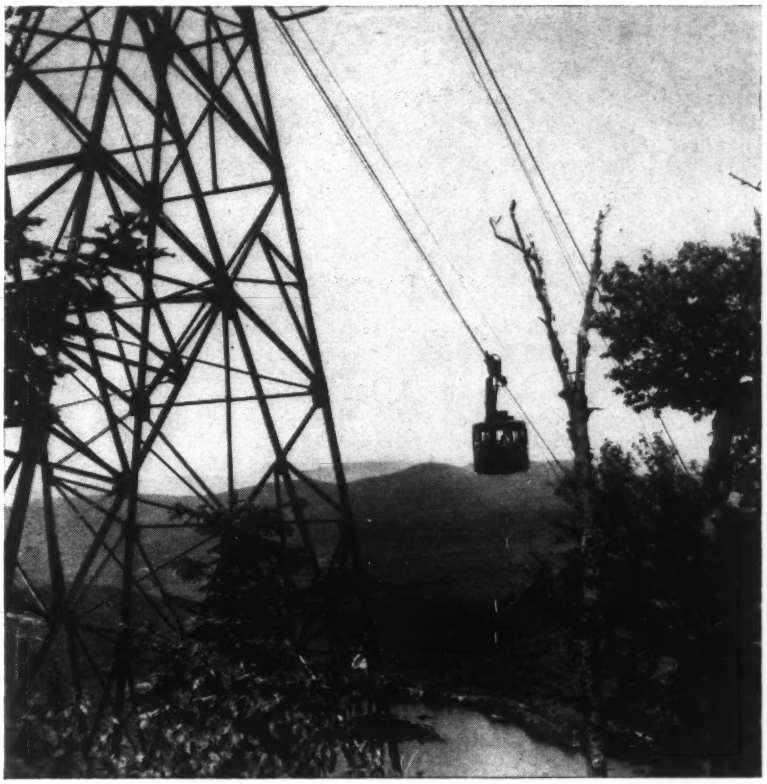
WGN-TV Again Will Televise Chicago Cubs, White Sox Games

ANNOUNCEMENT that WGN-TV Chicago will televise all 1957 Chicago Cubs and White Sox daytime home games exclusively for the 10th consecutive year was made Monday by Ward Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV).

Theodore Hamm Brewing Co. (Hamm's beer), St. Paul, through Campbell-Mithun Inc., and Oklahoma Oil Co., Chicago, through Maryland Adv. Agency, same city, will co-sponsor the telecasts, starting with the city series April 13. Mr. Quaal presided over a pre-season reception at the Ambassador East Hotel for sponsors, baseball executives and writers.

Jack Brickhouse will handle play-by-play for the 10th straight season, assisted by Vince Lloyd, with Lloyd Pettit conducting pre-game interviews.

Only STEEL can do so many jobs so well

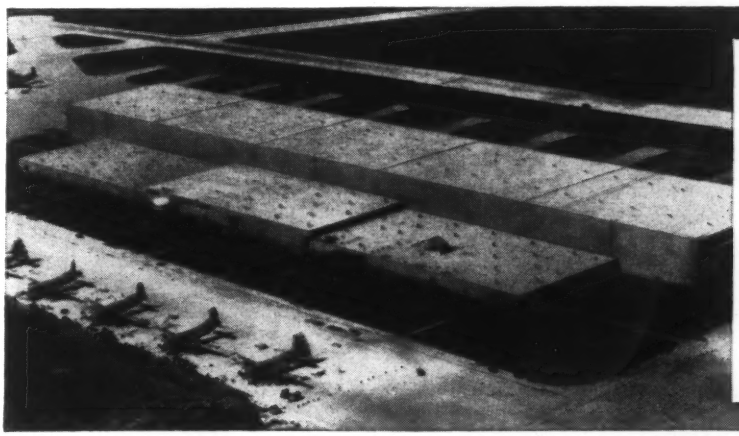


You'll Float Through The Air—For A Mile. This is a cable tramway for tourists that goes up Cannon Mountain at Franconia Notch in New Hampshire. The heavy wire ropes are well over a mile long, 1⅞ inch in diameter and they weigh 28 tons apiece. The cable was made and installed by American Steel & Wire Division of United States Steel.

Carry Your Books? Walk into almost any school and you'll see row upon row of student lockers—made from cold rolled steel sheets. That's because no other material offers such a desirable combination of strength, durability, and low cost.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel



Biggest Airplane Hangar In The World— If you include the maintenance shops, the Air Force hangar in San Antonio sprawls out over *23 acres.* Inside the hangar there is a 250-foot clear-span area without a post or pole of any kind between the floor and ceiling. Airplanes can be moved about freely without obstruction. This has been made possible by long, strong steel roof trusses. The entire building was fabricated and erected by the American Bridge Division of United States Steel.

UNITED STATES STEEL

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 7-221

SEE The United States Steel Hour. It's a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for time and station.

TOUCHY ISSUES: HOW WRCA-TV PRESENTS THEM

A HALF-HOUR program on homosexuality was presented on WRCA-TV New York a fortnight ago—and brought nary a ripple of resentment in its wake.

MR. HEFFNER

In the view of officials of the NBC-owned station, this absence of criticism for even the mention of so sensitive a subject may be attributed to several factors, none of them involving public apathy.

For one thing, the series on which the homosexuality problem was discussed, a weekly program called *The Open Mind,* has dealt regularly—since its inception more than a year ago—with serious and often touchy issues, and its viewers have become accustomed to seeing so-called delicate problems seriously discussed.

For another thing, Richard D. Heffner, director of public affairs programs for WRCA-TV and producer and moderator of *The Open Mind,* has always taken pains to present competent authorities, to keep the discussions on a responsible level, and to avoid sensationalism at all costs.

As a third factor, *The Open Mind* previously had devoted two shows to other phases of homosexuality, so that the Jan. 12 broadcast was not "new" in subject matter or approach.

This is not to say that there was never any complaint. With the first show, some opposition was heard objecting to the plan to present a second program on the same subject. But there also was considerable public response that was favorable. Mr. Heffner and WRCA-TV accordingly hewed to their original plan, which envisioned three separate shows on homosexuality on the theory that so complex a problem could not be dealt with in fewer presentations.

They had mail from many viewers to back their decision. For example:

". . . Commend your program for the fine presentation of tonight's delicate subject. Let us hope that it has helped even a few people to have a better understanding . . ."

". . . Very enlightening. However, I would appreciate a foremat (sic) dealing with the latent homosexual personality and how one deals with the neurotic symptoms that are the result of this personality . . ."

". . . I hope you will present last night's subject again and stress what can be done for adults now suffering from the results of unfortunate childhood conditioning . . ."

". . . Programs of that kind demonstrate that television can be of educational value to the community."

". . . A fine, sensitive, intelligent (though too brief) presentation of a subject that has long needed to be aired."

The Open Mind's treatment of homosexuality has been simple, consisting of frank discussions by authorities.

On the first program, which treated the subject broadly, Mr. Heffner presented Miss Florence Kelley, attorney in charge of the criminal division of the Legal Aid Society; Dr. Robert W. Laidlaw, chief of the psychiatric service at New York's Roosevelt Hospital, and Dr. Arthur Swift, clergyman and dean of the school of politics at the New School for Social Research.

The panelists for the second program were Dr. Philip Polatin of the New York Psychiatric Institute and Dr. Harry Bakwin, president of the American Academy of Pediatrics, and for the third they were Dr. Margaret Mead, noted anthropologist and president of the World Federation for Mental Health, and Max Lerner, author and columnist.

The same format is followed in all of *The Open Mind* programs, which have dealt with such diverse "heavy" topics as divorce, anti-semitism, the nature of prejudice, alcoholism (two programs), "segregation in our own backyard," the use of psychotherapy, atomic radiation and its effect on human heredity, whether moral and spiritual values should be taught in the schools, whether the national loyalty program has safeguarded freedom or undermined it and whether prejudices can be "unlearned."

In each case, Mr. Heffner, himself a former college teacher (of history, at U. of California and Columbia U.) and author of *A Documentary History of the U. S.* as well as editor of *Democracy in America,* has tried to get acknowledged authorities on the question at hand and to keep the discussion rolling on a straightforward course in simple language.

The Open Mind, he explains, "is based on the premise that open and free discussion—when conducted in a responsible manner—is basic to the solution of the major social, personal and psychological problems that face Americans today. *The Open Mind* has exploded the myth that many of these problems are hush-hush and cannot be discussed on the air.

"It's quite clear from professional—medical, etc.—comments and from letters and phone calls that all of this is true. Surely in the homosexuality shows we've worked on the premise that hiding these things has in the past given them good soil for growth. By talking about them we've put them squarely where they belong, in the realm of personal disease or sickness—which can be treated."

But Mr. Heffner feels that "maybe the most important thing about *The Open Mind* is the fact that we've rather proven that "heavy' subjects that are near to the hearts and emotions and interests of the average guy on the street can draw a good audience. Aside from do-good considerations, we've also 'broken trail'—as the *New York Times* wrote—in showing that 'tough' subjects can be discussed freely and frankly on the air. But I'd also like to add again that the element of responsibility has always been there too."

During the past months *The Open Mind* has been carried at 6-6:30 p.m. on Saturdays, but effective a week ago, the program was transferred to 12:30-1 p.m. on Sundays, and, in addition, the aural version is now replayed on WRCA Radio at 11:45 Sunday nights.

Yesterday's (Sunday) program was to feature Norman Strouse, president of J. Walter Thompson Co., and William H. Whyte of *Fortune* magazine in a discussion of Mr. Whyte's new book, *The Organization Man.*

No Tv Set Gives Full Picture, N. Y. Test Apparently Reveals

PRELIMINARY analysis of returns on a test conducted jointly by Screen Gems, New York, and NBC indicates that no television set actually reproduces the entire picture transmitted by a television station.

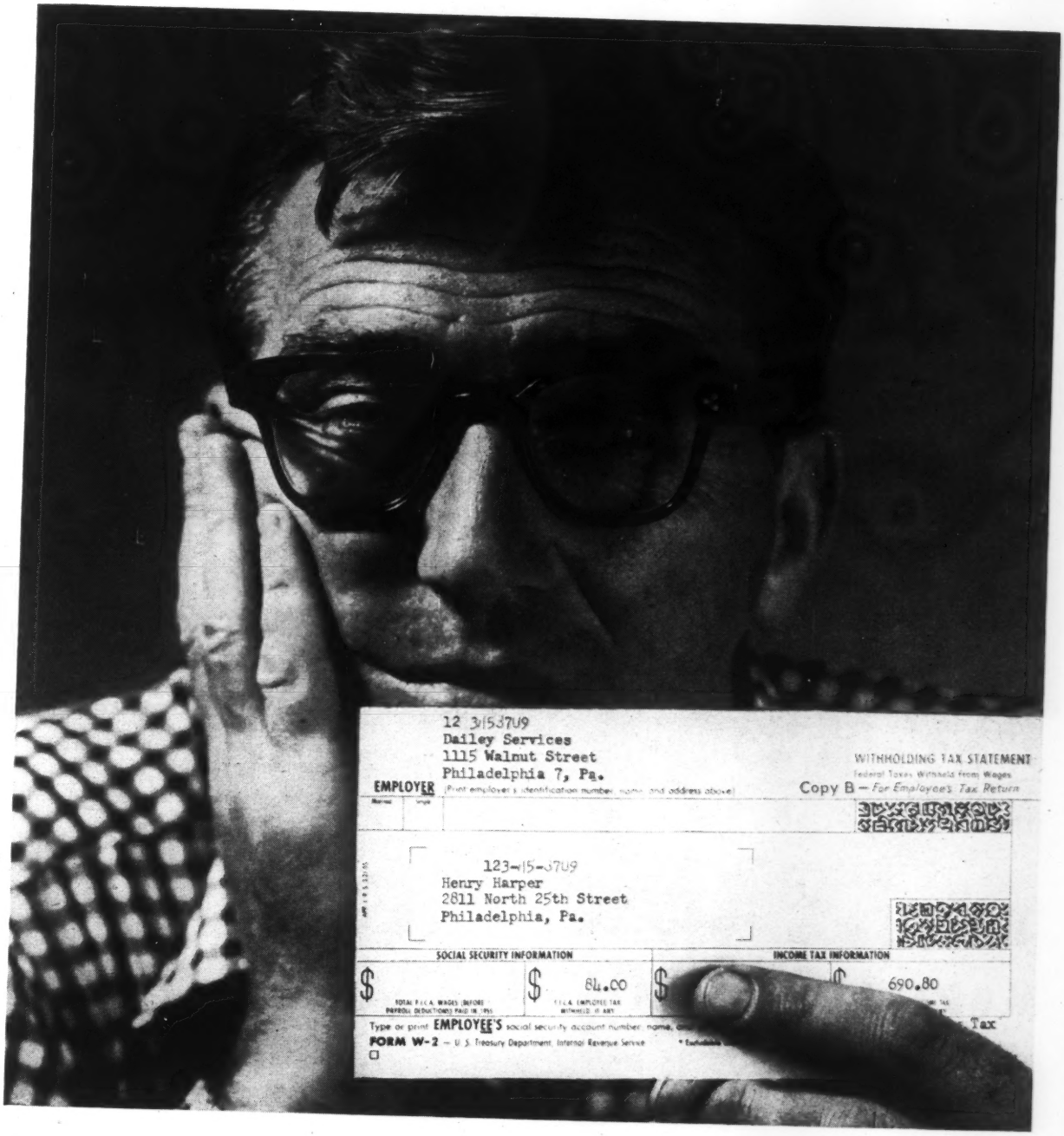
The test, conducted by Screen Gems in cooperation with NBC's WRCA-TV New York on Jan. 17 (6:30-6:45 a.m.), consisted of the telecasting of a numbered chart over the station. Viewers were asked to indicate the specifications visible on their receivers, and about 100 viewers responded. Peter Keane, technical director of Screen Gems, said the sampling revealed a uniformity of response.

Though a final analysis is expected to be available this week, a preliminary examination, Mr. Keane said, shows 18% of the transmitted picture is masked off in the corners, computed from the center; 4% on top; 6% on the bottom and more than 10% on each of two sides. Tabulations are being completed by IBM and returns analyzed by Mr. Keane and others.

KACE Riverside, Calif., Dedicated

GROUND-BREAKING and dedication ceremonies for KACE Riverside, Calif., the town's "newspaper-of-the-air" station slated to begin operations this March, were held last Friday morning.

KACE Program Director Jim Fisher emceed the ceremony for the forthcoming 1 kw, 1570 kc station. City, county, business and educational leaders attended the informal ground-breaking and dedication at the 10-acre site for KACE. Owner-manager of the new station is Ray Lapica.



Where do your taxes go?

You may have a pretty good idea where taxes go. But did you know that some go to help pay other people's electric bills?

They're the families and businesses that get their electricity from federal government electric systems like the TVA.

While about 23¢ of every dollar you pay for electricity from your power company goes for taxes, those other people pay much less . . . only about 4¢ per dollar if their power comes from the government's TVA, for example. As a result, *you* are taxed *more* to make up for what *they don't have to pay.*

Don't you think this unfair tax favoritism needs thorough study and discussion? *America's Independent Electric Light and Power Companies*.*

**Company names on request through this magazine*

KTEN (TV) Sells Station Stock To Pay $190,000 Debt to RCA

IN AN UNUSUAL offer to tv viewers in Southeastern Oklahoma, KTEN (TV) Ada, Okla., sold $32,700 worth of 6% preferred stock in the station during the first week following its presentation of *The KTEN Story*, a 30-minute show telecast Jan. 11 to help pay a $190,000 equipment debt to RCA.

KTEN President Bill Hoover, in a letter to B•T last week, said:

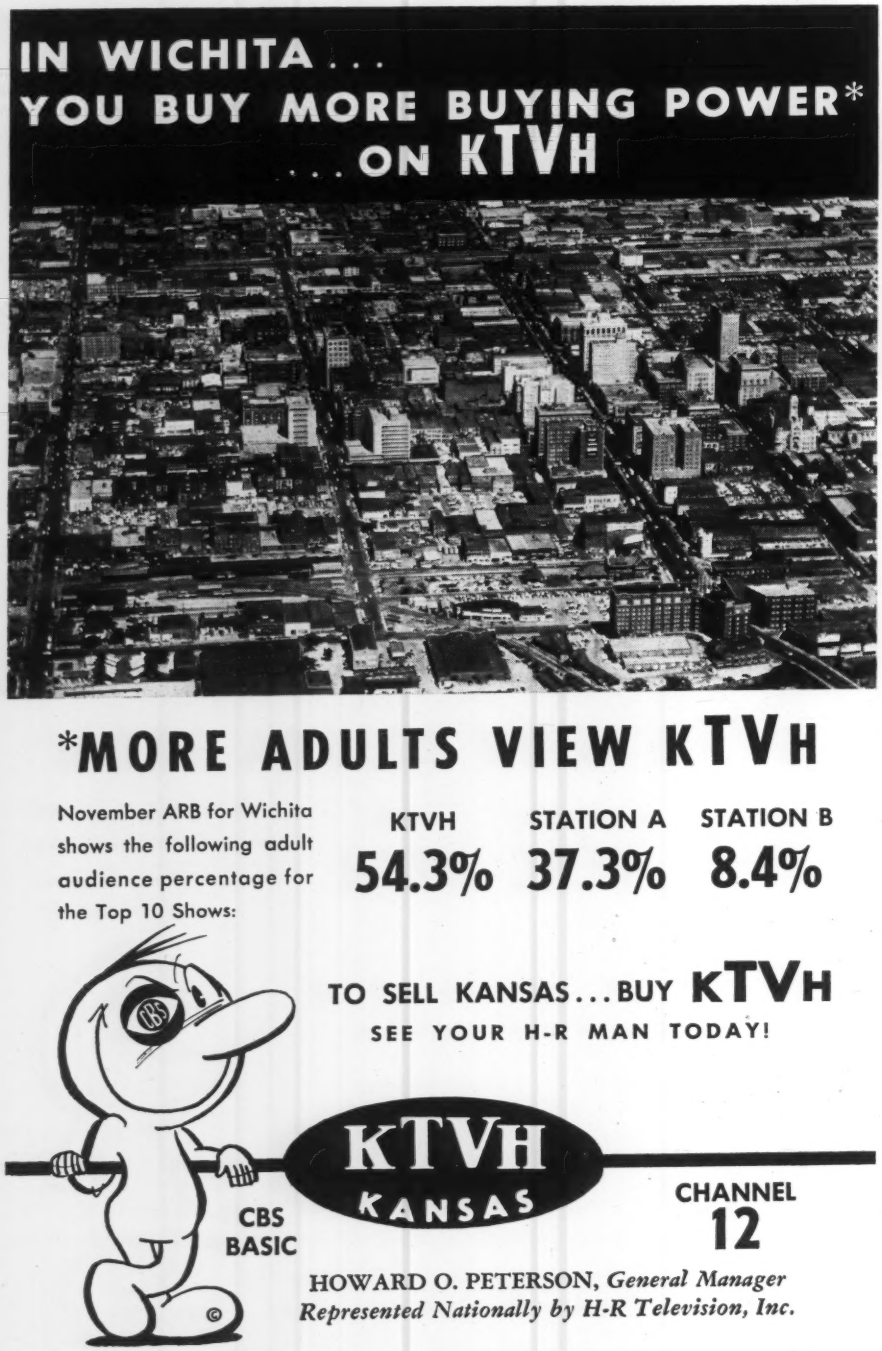
"The officers and board of directors of the Eastern Oklahoma Television Co. Inc. determined that it would be a good business move to issue preferred stock in the Corporation, in a sufficient amount to liquidate a $190,000 indebtedness to Radio Corporation of America for equipment."

Mr. Hoover noted that *The KTEN Story* presented facts about the station and showed its physical assets, with the explanation that since the corporation is paying RCA 6% interest on this debt it would be better if citizens in Southeastern Oklahoma purchased preferred stock in the station and thus kept the 6% in the state in the form of preferred stock dividends.

Of the stock sales, Mr. Hoover further stated:

"The results have been phenomenal, as is indicated by the figure set out above, but even more phenomenal is the fact that this amount of money has been raised through the issuance of stock to approximately 175 people, and each day's mail brings more and more inquiries."

The KTEN official estimated that more than 1,000 Oklahomans will have an interest in the station by the time $190,000 worth of stock is issued.


IN WICHITA . . .
YOU BUY MORE BUYING POWER*
. . . ON KTVH
*MORE ADULTS VIEW KTVH
November ARB for Wichita shows the following adult audience percentage for the Top 10 Shows:
KTVH 54.3%
STATION A 37.3%
STATION B 8.4%
TO SELL KANSAS . . . BUY KTVH
SEE YOUR H-R MAN TODAY!
KTVH KANSAS
CHANNEL 12
CBS BASIC
HOWARD O. PETERSON, General Manager
Represented Nationally by H-R Television, Inc.

REPRESENTATIVE APPOINTMENTS

WHBF-AM-TV Rock Island, Ill., appoint Harry S. Hyett Co., Minneapolis, to represent stations in Minneapolis and St. Paul markets.

WLNH Laconia, N. H., and **KLOU Lake Charles, La.,** appoint Walker Representation Co.

STATION PEOPLE

Donald D. Sullivan, general manager of WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa, elected vice president of Cowles Broadcasting Co. (WNAX, KVTV, WHTN-AM-TV Huntington, W. Va. and KRNT-AM-TV Des Moines).

MR. SULLIVAN

Robert S. Kieve, official, U. S. Information Agency and former member of President Eisenhower's staff, to WBBF Rochester, as vice president-general manager.

George Henderson, general sales manager of all Crosley Broadcasting Stations (WLW, WLWT [TV] Cincinnati, WKWD [TV] Dayton, WLWC [TV] Columbus, all Ohio, and WLWA [TV] Atlanta), named general sales-promotion manager for WSOC-TV Charlotte, N. C., effective Feb. 4.

MR. HENDERSON

A. James Ebel, general manager, KOLN-TV Lincoln, Neb., elected vice president and director.

George C. Farmer, veteran radio man, and **James W. Fisher,** formerly with KPRO Riverside, Calif., to KACE, same city, as chief engineer and chief announcer - program director, respectively.

MR. EBEL

Bob Garinger, production manager of KDWI Tucson, Ariz., to directors staff of KTLA (TV) Los Angeles.

FROM A "CAT'S WHISKER" TO A COLISEUM!

Crystal sets to satellites . . . only decades away from the first primitive experiments looms today's giant 12 billion dollar radio-electronics industry. Now, all 4 floors of New York City's Coliseum are needed to display one year's growth!

The purpose of *The Radio Engineering Show* is to bring new and stimulating ideas in radio-electronics to engineers. To achieve this, more than 200 papers will be presented by 22 professional groups at the Convention's 55 technical sessions. Over 800 new ideas in radio-electronics engineering will also be presented by 834 exhibitors representing more than 80% of the productive capacity of the industry.

Yes, it's big in size, big in scope. Whatever your special interests, attending this Convention can cut weeks off your "keeping informed" time. Plan now to be there.

ATTEND THIS CONVENTION: • *Save time; a whole year's productive effort seen in days!* • *See all that's new in radio-electronics products, developments, and engineering—meet the men responsible!* • *Hear the best technical papers about your specialty!* • *Meet old friends, make new ones, enjoy association and social events!*

REGISTRATION: IRE Members $1.00
Non-members $3.00

MARCH 18-21

The **IRE** National Convention
Waldorf-Astoria Hotel
and The Radio Engineering Show
Coliseum

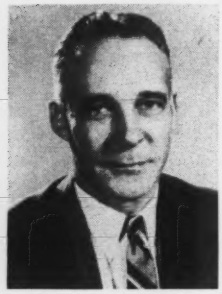
New York City

The Institute of Radio Engineers

1 East 79th Street, New York 21, N.Y.

STATIONS

Robert A. Huelster, account executive, WCCO-TV Minneapolis, named local sales manager.



MR. HUELSTER

Gus Trevilian, of WSLS-AM-FM-TV Roanoke, Va., staff, promoted to local sales manager for WSLS-TV.

Mark Smith, production manager, KLRJ-TV Henderson, Nev., named operations manager.

George C. Lenfest, formerly technical operations supervisor, WRCA New York, to WBUF Buffalo, N. Y., as manager of operations and **Joseph P. Higgins,** WBUF, named news director.

Jean Lovell, named traffic manager for KVAL-TV Eugene, Ore., succeeding **Tru Vosberg,** who has moved to Los Angeles. **Alyce Rogers Sheetz,** Jaffe Publications, L. A., to KVAL-TV as promotion manager and **Betty Jo Knoll** named continuity manager, succeeding **Marge Hardie,** resigned. B•T, Jan. 7, erroneously listed KVAL-TV as Roseburg, Ore.

Bruce Polich, KGO-TV San Francisco news editor, father of girl, Maria, Jan. 14.

TRADE ASSNS.

WILL NARTB ONCE AGAIN BE NAB? POLL SHOWS STRONG PRO FEELING

- **B•T survey of board members finds 83% favor change**
- **Twenty-eight replies received from 42 directors**
- **Only four would continue present association title**

FOUR out of every five members of the NARTB combined boards favor a return to the association's old name—NAB (National Assn. of Broadcasters)—judging by results of a B•T poll of directors.

The poll shows overwhelming sentiment for the name abandoned six years ago when television stations were brought into the association structure. At that time, Television Broadcasters Assn. was absorbed and the words "radio" and "television" were inserted in the organization's title.

Members of the combined Radio and Tv Boards will have a chance to vote in favor of or against the change back to NAB when they meet Feb. 6-8 at Hollywood Beach, Fla. If they approve such a change, the subject will go to the membership in the form of a by-laws referendum.

B•T's poll drew 28 replies (27 mail, one telephone) from the 42 radio and tv directors despite warning telegrams circulated to them by the chairmen and vice chairmen of the separate boards. The telegrams told directors a vote in B•T's poll "would be ill-timed and ill-advised."

Of the 28 replies, 24 usable ballots representing 57.1% of the total board membership were received. The results follow:

In favor of a change in name—20 (83.3%)
In favor of return to NAB—19 (79.2%)
In favor of the present NARTB—4 (16.7%)
Other name—1 (4.2%)

Two of the 19 directors favoring a return to NAB indicated they would vote this way provided a majority of the board voted for a change in the name. A third director favored NAB "tentatively." Four directors did not state a position, indicating they would wait until the board discusses the subject and vote at that time.

While the 1951 action bringing "television" into the association's title was impelled in part by a belief the tv members of TBA would insist on such recognition, a check of identifiable ballots in the B•T poll showed only one director with tv or radio-tv interests who was in favor of retaining the present association name.

The B•T ballots were anonymous but many of those returned were signed and included comments. Here are some of the comments:

"Your polling is a good idea."

"When the name change (from NAB to NARTB) came up I thought it was silly—too many people needed their fears allayed, their egos stroked gently. I still call it NAB. The question is a lot simpler than some people are trying to make it."

"NARTB is unwieldy."

"I would be opposed to any title using the word 'federation.' "

"It's hard to get excited about changing names . . . 'broadcasting' is all-inclusive."

"I construe 'federation' as representative of a group of state associations, therefore prefer (National) Assn. of Broadcasters."

"I would prefer to be non-committal at the moment."

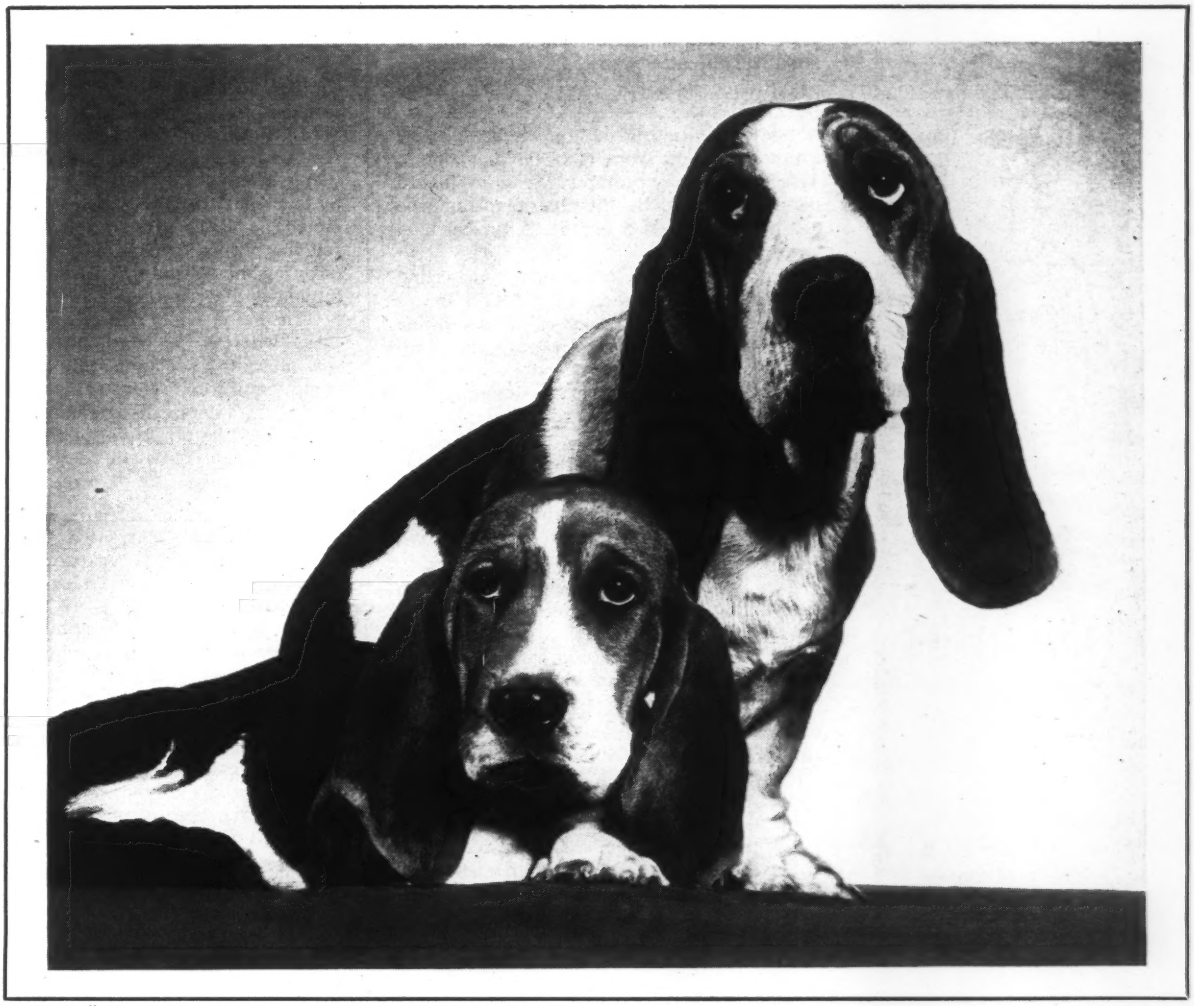
"I believe there could be serious implications to the association if it dropped the word 'television.' While those in the industry would understand NAB would include television, would outsiders understand so readily? Would Senators and Representatives, members of the press and business people?"

" 'Broadcasters' includes everybody. The name should be simplified—NAB is still used and remembered."

"Too costly to change . . . at this time."

"Quite a few of the stations in my district favor the idea of going back to NAB . . . . There may be some excellent reasons why the name should remain as it is."

In polling board members, B•T explained the ballot was "a sounding of sentiment at this time," recalling that the subject had been discussed at many of the NARTB



Why, oh why, won't he listen?

You, too, will be better off if you listen to your local agent—an expert—when you buy fire insurance.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage. He is one of 200,000 *independent* local agents and brokers in business for themselves, to serve you.

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance.

So for quality insurance service, see your independent local Capital Stock Company agent.

CAPITAL STOCK COMPANY INSURANCE
Standard protection

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by 220 Capital Stock Fire Insurance Companies

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For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.

regional conferences in the last two years. The ballot asked:

"Should NARTB retain its present name? If 'no', should name be changed to National Assn. of Broadcasters, National Federation of Broadcasters or some other name (specify)."

Mailed earlier this month, the ballot drew a quick reaction from NARTB officialdom. Telegrams were promptly sent to board members, signed by the chairmen and vice chairmen of the two boards. A typical telegram follows:

"BROADCASTING • TELECASTING magazine has sent to all members of NARTB Board of Directors a questionnaire to determine the position of the board re proposal to rename association. As you know, this matter is on the agenda for formal consideration and action by the Board of Directors in Florida.

"We believe that the board should have an opportunity to discuss this matter fully prior to any decision and for this reason personally feel that any expression by any member of the board prior to its meeting would be ill-timed and ill-advised."

Two directors who had signed their ballots sent follow-up letters after receiving the telegram, asking that their names be withheld. Four others did not care to fill out ballots or express an opinion in advance of the board meeting.

Membership sentiment in favor of a change was strong at the 1955 regional conferences. Six of the eight conferences adopted resolutions calling for a change in name, with "NAB" widely approved. Again last autumn the subject was discussed at the conferences and the Am Radio Committee unanimously recommended a return to NAB.

Some inconvenience will develop at NARTB headquarters if the board votes to change the name and the membership approves the by-laws change but association officials indicated the cost isn't much of a problem.

When the term NARTB was adopted by the board Feb. 2, 1951, the association brought in over three-score tv stations. Both aural and video stations felt they should live within a single trade structure to fight common battles of the two media. Extensive powers were voted to the separate Radio and Tv Boards, with top policy questions left to the Joint Boards.

Top Problems on Agenda

The tentative agenda for the series of committee and board meetings starting next Monday will include a number of top-interest association problems, in addition to the proposed change in name.

Progress of research plans for both radio and tv will be reviewed. A four-year-old proposal to set up an industrywide tv circulation audit on a continuing basis has been field-tested. Similar but more recent plans to set up a continuing radio audit, showing county-by-county circulation in and out of the home, will be submitted. A number of ideas were reviewed at a recent research subcommittee session.

The board will scan an overall association budget that is expected to run above the $833,000 originally proposed for 1956. Among increases are the expanded public relations projects, recommended last summer by a special subcommittee (see story, page 90). A supplemental appropriation of $50,000 was granted for the expanded public relations activity. The public relations department is being reorganized.

Membership of the association is at an all-time high, running in excess of 2,126. Tv Code subscribers now number approximately 300 and members of the Alliance of Film Producers have been admitted as affiliates. The Radio Standards of Practice, long promised both aural and visual station identification symbols, will be considered by the Radio Board. A number of aural identification ideas have been submitted.

The board agenda will include such topics as the approaching industry convention (Chicago, April 7-11) and Engineering Conference; National Radio Week and National Television Week; Voice of Democracy contest; the first annual farm broadcasting week; freedom of information and access to public events for radio-tv newsmen; plans for the second annual conference of state association presidents (Feb. 21-22); selection of annual convention keynote speaker, with indications the choice may come either within or outside the industry; cost of transmitting broadcast programs over utility facilities; music copyright costs and customary internal developments, Washington regulatory-legis-

AND NOW 'USAB'

A NEW title to replace the six-year-old National Assn. of Radio & Television Broadcasters (NARTB) has been proposed by Robert T. Mason, WMRN Marion, Ohio, director representing the association's District 7 (Ohio, Kentucky). The title is "United States Assn. of Broadcasters." Contacted by B•T, Mr. Mason said he felt the proposed name is descriptive, covering the 48 states, District of Columbia and territories.

"The name would signify origin," he said, "whereas the word 'National' in the present association title has no identity and could refer to any country. The word 'American' is applicable to the entire Western Hemisphere." The USAB name may be considered at the board's Feb. 6-8 Florida meeting.

IDENTIFICATION

There are all kinds, but if you need **product identification** in the huge Southern California market, here's the answer...

KTTV's **MILLION VIEWER THEATRE** has brought **big** audiences to late evening television. What happens when Los Angeles stays up with KTTV? Glad you asked...

MILLION VIEWER THEATRE is the highest-rated multi-weekly show in Southern California. It has a bigger rating for this viewing period than the 3 network stations combined.*

You can buy minute participations in these fine MGM pictures, starring great names like Clark Gable, Lana Turner, Spencer Tracy.

Minute participations plus top ratings equal product identification.

In your sales program, product identification can make a big difference, and, in Southern California, the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV
*L.A. Telepulse

WHLS

MICHIGAN'S POWERFUL 250 WATTER HEARD AROUND THE WORLD

. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

Port Huron's community station

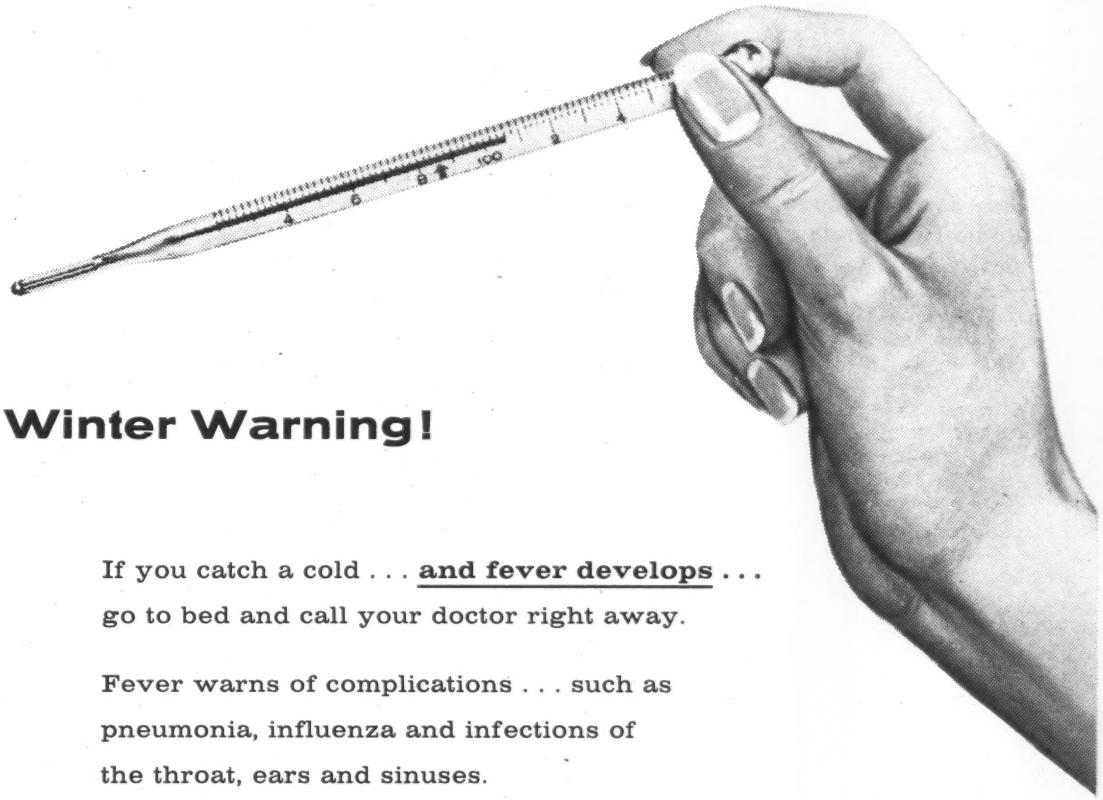
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

NOTICE TO EDITORS—

This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety.

Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan.

The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Winter Warning!

If you catch a cold . . . **and fever develops** . . .
go to bed and call your doctor right away.

Fever warns of complications . . . such as
pneumonia, influenza and infections of
the throat, ears and sinuses.

Prompt treatment for these and other winter
ailments may make the difference between
a quick recovery and a lengthy, complicated illness.

To help prevent a cold, stay away as much as possible
from people who have colds; get plenty of sleep and rest;
eat a well-balanced diet; avoid getting chilled,
wet or overtired and try to avoid exposure to drafts.

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lative developments and telephone line fees.

Two new board members will sit for the first time—F. C. Sowell, WLAC Nashville, Tenn., representing District 6 (South Central states) and George C. Hatch, KALL Salt Lake City, Utah (Mountain states). They were elected last autumn to fill vacancies created by the death of David Wilson, KPLC Lake Charles, La., who represented District 6, and the move of Walter E. Wagstaff, KIDO Boise, Idaho, to KGW-TV Portland, Ore. District 11 (North Central states) has no director since resignation of F. E. Fitzsimonds, formerly of KFYR Bismarck, N. D. and now of KBMB-TV Bismarck.

Martin Proposes Service Slogan At Georgia Radio-Tv Institute

A NEW SLOGAN, "Broadcasting Serves America," was proposed for radio-tv broadcasters Thursday by Donald N. Martin, NARTB public relations assistant to the president. Speaking at the 12th annual Georgia Radio & Television Institute at Athens, sponsored by the Georgia Assn. of Broadcasters and U. of Georgia's Henry W. Grady School of Journalism, he described ways the industry serves the nation.

L. H. Christian of WRFC Athens, president of GAB, introduced Mr. Martin. W. Newton Morris, WMLT Dublin, was institute chairman.

Mr. Martin described broadcasting's service to the nation in three basic ways—responsible programming, free from dictation by government or special interest groups, but reasonably meeting the needs of all; instant communications directly and accurately informing the people; economic stimulus, expanding markets and creating a better life through advertising.

T. Harold Scott, radio-tv legal advisor of the Federal Trade Commission, said FTC does not intend to monitor tv programs for "good taste, public morals or entertainment and educational features" in its new monitoring activity [B•T, Jan. 14]. He called on broadcasters to cooperate with the FTC "by voluntarily screening out false and misleading advertising." He added: "Members of your profession should be as desirous as anyone that the commercials which support their programs shall meet tests of the high standards of legality which have been set up by the Congress."

RAB's Sweeney Cites Radio's Integral Role

A LOOK into the media campaign of the future (in radio) was afforded the Des Moines Advertising Club Tuesday by Radio Advertising Bureau President Kevin Sweeney.

In two years, Mr. Sweeney asserted, the standard campaign in media planning of a great many local and regional advertisers will be 800 radio announcements reaching three-quarters of all families, 19 times apiece during a 30-day period. He labeled this type of campaign "super-saturation radio."

He said that local advertisers will remain radio's number one customer, that there will be no substantial change in the current rank of radio's local customers and that automobile dealers probably will continue to be the local radio user. Others in the order of use: supermarkets, department stores, furniture and appliance categories.

A possible change in ranking may come from heavy radio expansion by department stores, Mr. Sweeney said, predicting that with more skilled radio use, these advertisers' "campaigns will expand from the current 20-150 announcements per week level to the real block-busters of 200 per week."

The day before his Des Moines talk, Mr. Sweeney was in Houston addressing the Radio & Television Executives Assn. there.

Timing his Houston speech toward the less-than-$1 million national advertiser (annual) and to the regional advertiser, Mr. Sweeney declared that these advertisers, "have found a 'home away from home' in national spot and network radio. And it's just about the only home they can afford to live in and dominate."

Mr. Sweeney said there was "evidence on all sides that the medium sized advertiser has embraced radio as the heart of his sales promotion plan."

Advanced Plans Formulated For ANA Spring Meeting

ADVANCED planning for the Assn. of National Advertisers spring meeting, to be held March 13-16 at The Homestead, Hot Springs, Va., took place last week.

Robert J. Gunder, director of advertising and sales promotion at the Hamilton Watch Co., was appointed by the ANA board as chairman of a 16-man program committee. Emphasis this year will be placed on extending the informal workshop session (March 16), according to Mr. Gunder, who also said that the meeting will look into such "vital subjects" as how much should be spent for advertising, the evaluation of agency relations as well as of advertising effectiveness. The meeting is limited traditionally to ANA members and invited advertiser guests, speakers and newsmen.

Members of the ANA spring meeting program committee include Mr. Gunder; Gordon Ackland, Royal-McBee Corp.; John Alden, the Norwich Pharmacal Co.; Albert Barber, Dan River Mills Inc.; David Beard, Reynolds Metals Co.; Henry Botsford, General Motors Corp.; Homer Evans, General Dynamics Corp.; Albert Goetz, American Safety Razor Co.; Frank Harrington, North America Co.; Jack Hershey, The Dayton Rubber Co.; G. J. Lawrence, Alexander Smith Inc.; Rod Moorhead, Brown-Forman Distillers Corp.; James Rayen, Minute Maid Corp.; Howard Sarine, National Lead Co.; Virgil Simpson, E. I. Du Pont De Nemours & Co.; Robert Whitney, The Yale & Towne Mfg. Co. and Manuel Yellen, P. Lorillard Co.

Teach Viewers to Tune Tv Sets, Film Council Members Suggest

IN LINE with an all-industry project to upgrade the quality of television film, a proposal was made at a meeting of the National Television Film Council in New York last week that the viewing public be educated to the proper means of tuning in their sets as a way of attaining improved reception.

This suggestion was made by several members of the council after Thomas Barnes, general manager of WDAY-TV Fargo, N. D., placed the blame for faulty reception on the public, which, he said, did not know how to tune in a set properly. Mr. Barnes said that it was his experience that films arriving at a station are in satisfactory condition and added that equipment at most stations is better than adequate.

Among the suggestions for educating the public was literature to be distributed to viewers by stations and networks, and a short film to be produced by some industry organization showing the right and wrong way to tune a set.

The discussion last week resulted from a project originally advanced by Lever Bros. to upgrade the quality of tv film programs. Other speakers at the meeting touched upon facets of the problem which had been explored previously: the need for more satisfactory equipment at the station level; improved lighting and laboratory processing standards. A representative of the Society of Motion Pictures and Television Engineers attended the session and reported that the society is prepared to provide any technical assistance needed in the project.

Murrow to Be Toastmaster At SBA Annual Awards Dinner

SPORTS Broadcasters Assn. announced last week that Edward R. Murrow, CBS news analyst and commentator, will serve as toastmaster at SBA's tenth annual awards dinner Thursday at the Hotel Roosevelt in New York.

Veteran sports announcer Ted Husing, who has been ill in recent months, will be honored with the association's top award—the Graham McNamee Memorial Award. In addition, the first annual Ted Husing Award will be presented to Jim Graham, Oklahoma A & M pole vaulter, who voluntarily withdrew from the Olympic team because of a leg injury. SBA also will present plaques of merit to outstanding athletes of the past year, including Mickey Mantle, New York Yankees; Sal Maglie, Brooklyn Dodgers; Floyd Patterson, world's heavyweight champion; Frank Gifford, New York Giants (football) and Tom Courtney, Olympic 800-meter champion. Sportscaster Mel Allen is general chairman of the dinner.

Tv Big Boost to Sales, Adv. Conference Told

NEWSPAPERS may be the backbone of retailers' promotional efforts but tv is assuming more importance with the growth of decentralization, shifting of markets and the "great trend to suburbia."

That contention was voiced by John Green, advertising manager of Fowler, Dick & Walker, department store in Wilkes-Barre, Pa., in an address before the fifth annual Retail Advertising Conference at the Palmer House in Chicago, Jan. 19-20.

Mr. Green reported on his store's successful use of television during the past four years to move various kinds of merchandise and to penetrate non-newspaper trading areas.

"In many areas of this growing suburbia, you will find newspaper circulation inadequate or too expensive to buy for your market area or not available for purchase at all," Mr. Green said.

After unsuccessful preliminary ventures into television, Fowler, Dick & Walker launched a survey in its outlying trade area to ascertain shopping habits and the pattern of newspaper readership and radio-tv station audiences. Among results was the finding that younger families traveled considerably to shop, older couples very little.

When the store built an addition to its structure, tv cables were installed in the building to provide for future eventualities. (It was equipped to televise but had no format or program.) Fowler, Dick & Walker looked into tv by scanning NBC-TV *Window* segment on *Home* for ideas and screening some 25 girls for the role of commentator on its own *Window* presentation.

The store contracted with WBRE-TV for time five days weekly to present two noncompeting but related classes of merchandise daily. It called its program *At Home in the Little White House*.

One of the most significant results, he said, was that deliveries increased 20% in its outlying trading area not covered by its newspapers. Mail and phone order business also jumped 35% in those areas, as did beauty salon traffic, much of it from towns 25 or more miles away.

Cooperative Advertising Code Suggested by Official of Stores

A NATIONAL code of fair practice on cooperative advertising for manufacturers and retailers was suggested at the fifth annual Retail Advertising Conference in Chicago Jan. 19-20.

Paul H. Howard, sales promotion manager of Rhodes Dept. Stores, Seattle, expressed belief it would be worthwhile for a committee of department store, manufacturing, radio-tv-newspaper media and buyer representatives to agree on a formula which would be equally fair to all. He felt it should cover procedure standards on regular product and special event advertising and include an appropriate emblem or code stamp.

"Cooperative advertising is both saint and sinner," Mr. Howard asserted, "but it's not good for either retailing or manufacturing in its present form. It's a discount on the cost of merchandise—yet we're tempted to overlook it. Cooperative is costing us money to administer." But, he added, it's "such a powerful competitive tool we have to make the best of it."

Mr. Howard felt there's "no reason" why manufacturers should differ in their methods of allocating and administering co-op funds. He urged retailers to put all possible pressure on manufacturers to adopt some on acceptable local newspaper rates, use of brand names and standards for forms of payment.

NARTB Committee Approves Writing of Tv Film Manual

DEVELOPMENT of an NARTB manual reviewing tv film operations for stations was approved Jan. 18 at a meeting of the NARTB Film Committee, held in New York, with Chairman Harold P. See, KRON-TV San Francisco, presiding. The manual will cover quality film reproduction with information on operating techniques, equipment maintenance and performance criteria. The committee noted general acceptance of NARTB's new standard film contract in less than a year, with more than 7,000 requests for copies received from stations and distributors.

Attending the meeting besides Chairman See were Elaine Phillips, WSPD-TV Toledo, Ohio; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Kenneth I. Tredwell, WBTV (TV) Charlotte, N. C.; Raymond Welpott, WRGB (TV) Schenectady, N. Y. Taking part for NARTB were President Harold E. Fellows; Don Martin, public relations assistant to the president; Thad H. Brown Jr., tv vice president, and his assistant, Dan W. Shields.

Women Broadcasters Outline Agenda for April Convention

PLANS for the 1957 convention of the American Women in Radio & Television in St. Louis April 25-28 were announced last week by Edythe Fern Melrose, WXYZ Detroit, AWRT president. A highlight of the four-day meeting at the Chase Park-Plaza Hotel will be a sight and sound exhibition at which major radio-tv advertisers and manufacturers will be represented.

The convention theme will be "The Scope of the Feminine Field in Radio and Television," according to Miss Melrose. Sessions at the convention will cover the various phases of radio and television, and included on the agenda are a program clinic by Broadcast Music Inc. and several panel and workshop sessions featuring outstanding persons in the field.

Bette Doolittle, a staff member of Paramount Pictures Corp. in New York, has been appointed executive director of the convention. She served for several years with NARTB in Washington. Miss Doolittle will coordinate phases of the convention in conjunction with the convention board liaison, Hilda Ballestro, of the Evaporated Milk Assn., Chicago.

The TV market behind the hills...
...THE ONE YOU AREN'T COVERING
Many hill-hidden communities once in the "shadows" now enjoy bright, snow-free television through TV Translator service. Wherever gaps occur in your coverage, Adler's FCC-type-approved UST-10 Translator can provide power on the spot to expand your market. Investigate low-cost TV Translators now!
Translators reach into the "shadows!"
AEL
ADLER ELECTRONICS, INC.
NEW ROCHELLE, N.Y.

TREZEVANT TO HEAD NARTB PUBLICATIONS

MR. TREZEVANT MR. SITRICK

NARTB is reorganizing its public relations activities in line with an expansion program that began last autumn when Donald H. Martin joined the headquarters staff as public relations assistant to President Harold E. Fellows [B•T, Oct. 8, 1956].

John G. Trezevant, managing editor of *Collier's* magazine, will join the association Feb. 1 as manager of news and publications [CLOSED CIRCUIT, Jan. 21], Mr. Martin announced Thursday. This is his first major appointment since joining NARTB.

Joseph M. Sitrick, manager of publicity and informational services, has been named to a new post, manager of special projects and member participation. He will direct a series of industry promotional projects and public relations aids for NARTB members.

Mr. Trezevant will have a key role in the expanded public relations program, Mr. Martin said. He joined Crowell-Collier in 1955 as assistant to the editor-in-chief and was named managing editor of *Collier's* last year. Previously he had been on the editorial staff of the *San Francisco Chronicle*. He is a graduate of the U. of California. During World War II he served in naval communications and information posts in the Pacific and Atlantic areas. He is married and has three sons.

Mr. Sitrick will develop community service aids for stations and supply them with public relations material including slides, films and speeches. It is understood he will direct the association's participation in National Radio Week, National Television Week and similar projects.

Ind. Bill Seeks to Counter NCAA's Football Tv Grip

TRUE to tradition of recent years, the National Collegiate Athletic Assn. met legislative opposition on its restrictive football tv program fortnight ago on grounds tax-supported schools should not be subject to such controls.

A measure was introduced in the Indiana State Legislature to require Purdue, Indiana, Indiana State and Ball State universities to withdraw from NCAA unless it relaxes its television policy. The bill, submitted by Sen. Howard Steele, could also mean the withdrawal of Indiana and Purdue from the Big Ten if adopted, though observers felt prospect of passage was remote.

Sen. Steele said he felt that no "group like the NCAA should have the right to deprive Indiana citizens from seeing on television the athletic contests sponsored by tax-supported institutions." It would apply not alone to football but other sports as well.

Judging from the reaction of Guy Mackey, athletic director of Purdue, the schools involved probably would not go along with Sen. Steele's proposed legislation. He said, "We would want to do what our conference does. As long as the Big Ten goes along with the NCAA program we would want to stick with it."

The Big Ten is on record for general football tv controls but has indicated it will press for fewer limitations in any plan and more autonomy for individual schools or conferences.

Okla. U. Polls Lawyers, Judges; Few Favor Open-Door Courtroom

ONLY a small percentage of lawyers and judges polled by the U. of Oklahoma Dept. of Sociology favors amendment of the American Bar Assn. Canon 35 to admit news photographers to the courtrooms, according to a summary of the survey in the *ABA Coordinator*.

The results of questionnaires sent to all states and territories show 10% of lawyers favor courtroom photography (except sex, juvenile and similar cases). Only 5% of judges were in favor, with 28% of criminologists and 97% of newspaper managing editors endorsing court photos.

The survey was conducted by Dr. Gilbert Geis, assistant professor of sociology, and Lt. Robert E. L. Talley, an Oklahoma U. graduate. Both are ex-newspapermen. Questionnaires were sent to a managing editor of the largest newspaper in each state and territory; a state university criminologist; a high court judge and a metropolitan lawyer. Replies were received from 117 of the 200 persons contacted.

Klein Heads Phila. Broadcasters

ROBERT A. KLEIN, general manager of WDAS Philadelphia, has been elected president of the Philadelphia Radio & Television Broadcasters Assn. for 1957. Other officers named: Patrick J. Stanton, president and general manager, WJMJ, vice president; John R. Mahoney, general manager, WIBG-AM-FM, secretary; William B. Caskey, vice president and general manager, WPEN-AM-FM, treasurer. Austin Marshall continues as executive director.

ATAS to Discuss Workshop

ACADEMY of Television Arts and Sciences will hold a meeting in New York in February to explore the possibilities of establishing a television writers' workshop as a means of developing new writers for the medium. Mort Abrahams, executive producer of NBC-TV's *Producers Showcase*, reported he has asked many of the top tv producers, writers and agents to attend a meeting next month at a date still to be determined.

SRA Official Predicts Record In National Spot Radio Sales

WITH the total dollar volume in national spot radio in for last November, Larry Webb, managing director of Station Representatives Assn., is reporting today (Monday) that the figure for the year would reach the record $150 million he had previously predicted.

Total dollar volume for November was $16,708,000, or 36 percent above the volume for that month in 1955. For the 11 months of 1956, national spot radio totals $136,247,000, according to SRA's report, which is a 24.4 percent increase over 1955's 11-month period.

Mr. Webb also reported that November showed the largest gain for any month in 1956, and predicted that December's total would be ahead of December 1955 by more than 25 percent.

Glenn Maxham Named President Of Minnesota UP Broadcasters

GLENN MAXHAM, news director of WEBC Duluth, was elected president of United Press Broadcasters of Minnesota at an organizational meeting in Minneapolis.

Other officers elected: Ray Thompson, news director KROC-AM-TV Rochester, first vice president, and Richard G. Biddick, news director, KDHL Faribault, second vice president.

Directors: Don Fawcett, manager CFOB, Fort Francis, Ont.; Jim Bormann, news director WCCO Minneapolis; Paul Sevareid, news director, WTCN-TV Minneapolis; Phil Nolan, news director, KSUM Fairmont.

Jack Hagerty, news manager for UP Minn., will be ex-offico secretary.

The meeting, held earlier this month, was addressed by Henry Shapiro, veteran UP correspondent in Moscow.

Hearing on N. Y. Tv Band Favored

RADIO-Newsreel-Television Working Press Assn. has reported that Stanley M. Isaacs, minority leader of the New York City Council, has advised the association that he favors a hearing at which the council's ban on television and newsreel coverage of the body's proceedings be discussed. Mr. Isaacs, who was one of 22 councilmen who voted last Dec. 18 to bar tv newsmen from council deliberations although newspaper and still photographers were admitted, wrote the association that while he was "not convinced" that he was wrong in his "attitude," he believed the group merited an opportunity to present its side of the case.

TRADE ASSOCIATIONS PEOPLE

Donald McDonald, account executive, Fuller & Smith & Ross, N. Y., to Radio Adv. Bureau as member of national sales staff.

Colton G. Morris, formerly with *Christian Science Monitor* and at onetime news-special events director for WBZ-AM-TV Boston, appointed publicity director of 1957 Fla. State Fair.

WBC Makes Brittanica Films Available to Educ. Stations

WESTINGHOUSE Broadcasting Co., which late last year signed a five-year contract with Trans-Lux Television Films Inc. for use of the Encyclopaedia Brittanica film library consisting of 650 features, last week announced in New York that this library will be available to educational tv stations within the service areas of the WBC television stations.

Educational stations affected are KQED (TV) San Francisco, WQED (TV) Pittsburgh and WGBH-TV Boston. Westinghouse stations in these three cities are KPIX (TV) San Francisco, KDKA-TV Pittsburgh and WBZ-TV Boston.

In announcing the availability of these films to educational tv outlets, WBC President Donald H. McGannon pointed out that "in our contract negotiations with Encyclopaedia Brittanica Films . . . [we] specifically reserved the right to extend use of these films to educational stations" in WBC's orbit. He added that WBC's action was "in keeping with a growing trend in broadcasting" toward better public service. Cited as examples of this: NBC's offer to provide educational programming to non-commercial stations, and Westinghouse's practice of offering to non-commercial radio stations —such as WNYC New York, WOSU Ohio State U., WPWT Philadelphia, WBAA Purdue U.—regular WBC features. For example, John K. M. McCaffery's *Books and Voices,* a transcribed 25-minute program series that launches its second 13-week cycle this week, is such a program.

WSAZ-AM-TV Publishes New Educational Tv-Radio Booklet

OFFICIALS of WSAZ-AM-TV Huntington, W. Va., have written and distributed a booklet entitled "Educational Television and Radio" which outlines their educational activities in schools in Southwestern West Virginia, Southeastern Ohio and Eastern Kentucky.

Copies of the booklet have been mailed to all U. S. Congressmen; to members of the Senate and the House in the three states, to the FCC, the NARTB; to NBC, CBS and ABC executives, and to tv stations throughout the nation, said Jack Williams, WSAZ promotion and merchandising manager.

WSAZ-AM-TV President Lawrence H. Rogers' letter to congressmen transmitting the booklet and explaining the purpose for which it was prepared was entered in the *Congressional Record* last week by Rep. James Roosevelt (D-Calif.).

Under the guidance of Bert C. Shimp, educational director for both stations, WSAZ-TV has telecast for the past three years a program entitled *Camera Goes to School* each Monday, Wednesday and Friday afternoon. Presented in cooperation with the Cabell County (W. Va.) school system, Marshall College (Huntington, W. Va.) and Morris Harvey College (Charleston, W. Va.), the half-hour educational show is described in the booklet, and activities of the show depicted. Educational programs on the grade school level, on the high school level, and on the college level are presented.

The station's semi-weekly educational radio program — *Mike Classroom* (Tuesday, Thursday, 1:30-2:00 p.m.)—also is outlined in the new booklet.

Pay-Tv as Aid for Education Stressed by Zenith Official

SUBSCRIPTION tv would have particular value for educational television stations, according to Ted Leitzell, Zenith Radio Corp. public relations director. Zenith carried its pay-tv pitch to a women's organization last Tuesday when Mr. Leitzell spoke in Chicago before the Illinois Federation of Women's Clubs.

Mr. Leitzell declared that there are only 23 educational stations on the air today, although the FCC has allocated 257 channels for this purpose. He said that with a few hours of paid educational programs a day, stations could operate in most of these channels to bring many hours of classroom courses for public schools and cultural programs for the general public.

"Subscription tv . . . will move college courses into the home at a price averaging about the same as bare tuition charges on the campus," Mr. Leitzell added.

The Zenith official also said that new Hollywood movies could be received in the home "at a cost little more than the peanut and popcorn expense of attending the theatre."

College Publicity Discussed

PANEL discussion on how best to publicize the institution for both alumni and general public through radio-tv was held last Thursday at the Chalfonte-Haddon Hall Hotel in Atlantic City during the American College Public Relations Assn.'s annual convention.

Participating were Sam Cook Digges, general manager of WCBS-TV New York; Warren A. Kraetzer, director of the office of radio-tv, New York U.; Leon Levine, director of radio-tv operations, Columbia U.; and Ed Cooperstein, staff director at WATV (TV) Newark, N. J., and radio-tv director at Farleigh-Dickinson College.

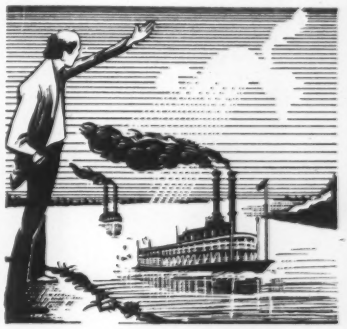
EDUCATION SHORT

WKAR-TV East Lansing, Mich., non-commercial, educational outlet of Michigan State U., started fourth year of operation Jan. 15.

EDUCATION PEOPLE

Frank D. Jacoby, executive producer, Product Services Inc., N. Y., to Metropolitan Educational Tv Assn., same city, as production manager.

THE COMMUNITY-NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS



'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

PERSONNEL RELATIONS

Engineers at 4 Calif. Stations Receive $10-a-Week Pay Raise

PATTERN adopted in settling the strike of AFTRA announcers against KSFO and KYA San Francisco and KROW Oakland, which with fourth independent station KLX Oakland, banded together to negotiate as Bay Area Independent Broadcasters Assn. [AT DEADLINE, Jan. 21] was followed in negotiations with engineers employed at the four stations.

IBEW, representing technical employes of KYA, KLX and KROW, with a year more to go on the present contract, and NABET, representing KSFO technicians, with two years to go, received for their members a $10-a-week raise retroactive to Nov. 1, 1956, as the announcers did. In addition KSFO's NABET employes will get another $5 raise on Nov. 1, 1957, and a 5% welfare, health and pension fund, same as the announcers.

The formula for after-midnight work negotiated with the announcers will also be applied to the engineers, who will work six-hour shifts for eight-hour pay and forego mid-shift rest periods which would have necessitated the employment of relief operators at KYA and KSFO which in December inaugurated all-night operation [B•T, Dec. 31, 1956].

Court Denies Musicians' Petition To Halt Trust Fund Payments

INJUNCTION sought by a group of Hollywood musicians to prevent funds being paid by phonograph recording companies and motion picture companies to Samuel R. Rosenbaum (trustee of the Music Performance Trust Funds) was denied Thursday by Los Angeles Superior Court Judge John J. Ford, who had heard arguments for and against the injunction earlier this month [B•T, Jan. 21, 14]. Reason for the denial, Judge Ford said, is that his court does not have jurisdiction in this matter because Mr. Rosenbaum is a party to the action and he is located in New York, which is outside the jurisdiction of a California court. Otherwise, Judge Ford said, he would have been inclined to grant the injunction.

Action for the injunction was a preliminary move in damage suits for $13 million brought by the Hollywood musicians, all members of Local 47 of the American Federation of Musicians, except Cecil Read, who lost his membership by leading the rebellion against AFM President James C. Petrillo.

IN THE PUBLIC INTEREST

AD COUNCIL PLANS '58 FREEDOM DRIVE

DETAILS of the Advertising Council's efforts on behalf of the 1958 Crusade For Freedom program were outlined last week at a news conference in New York by officials of the Council and the Crusade. The campaign is designed to raise $10 million for the activities of Radio Free Europe and Free Europe Press.

William P. Wright Jr., a vice president of J. Walter Thompson Co., New York, volunteer agency on the campaign, described the advertising materials that have been prepared for the project. He noted the campaign begins this month and reaches its peak during February. The theme of the 1958 advertising effort is: "The one thing the Iron Curtain can't keep out is the truth."

Various spot announcements prepared by J. Walter Thompson already have been distributed to radio and television networks, Mr. Wright said, and television materials are expected to be ready this week.

Allan M. Wilson, vice president of the Advertising Council who recently returned to the U. S. from an inspection tour of Radio Free Europe's operations in Munich and refugee facilities in Austria and West Germany, asserted that the broadcasts of RFE "help to keep the youths of Russia's satellite countries from converting to Soviet Communism." He said that in talks with refugees, he learned that RFE's broadcasts have been bringing "the truth" about Stalinism to the people and refugees "hope RFE will continue its broadcasts for the sake of people left behind the Iron Curtain."

In answer to a question on criticism of RFE for its purported role in having encouraged the Hungarians to revolt, W. J. C. Egan, director of Radio Free Europe, indicated that RFE broadcasts had been misinterpreted by listeners. He voiced the belief that broadcast statements from Western leaders pledging "moral support" of the Hungarian people had been interpreted by some of them as meaning that "physical support" would be forthcoming. Mr. Egan said he would "welcome" both a Congressional investigation or a discussion at the United Nations of Soviet charges that RFE had helped to touch off and sustain the revolt.

Harten Named to Post for Meet On Public Service Programming

ASSIGNMENT of Perry Harten, formerly show supervisor for Dancer-Fitzgerald-Sample, to a production post for the industry-wide Feb. 27-March 1 conference in Boston on public service programming, was announced last week by Richard M. Pack, Westinghouse Broadcasting Co.'s vice president in charge of programming. WBC is sponsor of the conference [B•T, Jan. 21].

Mr. Harten, who joined D-F-S in 1956 following service as a tv film producer and a former director of Voice of America in Europe, will work with Mr. Pack; William J. Kaland, WBC's national program manager, and J. B. Conley, special assistant to the president of WBC, in the production of conference agenda features being developed with program managers of the WBC stations.

Tv Gives Women Chance to See

WHEN WBZ-TV Boston presented a medical program about the most recent discoveries in the field of ophthalmology, Merrill D. Aldrich, former Taunton, Mass., mayor, was watching tv in a hospital room. He was there awaiting a major operation and knew there was little chance that it would be successful. As a result of the program, he called the Boston eye bank and willed his eyes to them. He died on the operating table, but because of his gift, a 42-year-old Bangor, Me., woman and a 21-year-old Nova Scotia mother were given a chance to see. Doctors reported that from all indications, the transplanting operations were successful.

'Radios for the Blind'

WSOY-AM-FM Decatur, Ill., recently conducted a "Radios for the Blind" campaign during which more than 60 radios and $175 in cash were collected. Working with a local association of blind people and the Illinois Public Aid Commission, WSOY-AM-FM assembled a list of needy persons. Then an appeal for used radios that could be repaired and for cash donations was made. Station engineers repaired the sets; announcers and station personalities picked up the old sets and delivered the repaired ones. The campaign to provide all blind persons in WSOY-AM-FM's area with radios was finally closed when the donations started to surpass the need.

KICD Appeal Brings $9,200

KICD Spencer, Iowa, received about $9,200 when it put out a call for volunteers and equipment to aid in the recovery of the bodies of two boys lost in the icy waters of Lake West Okoboji, Spencer. The first call was for men and equipment; a second brought forth the money. One body was recovered. Mason Dixon, program director of KICD, suggested the fund be used for equipment for other emergencies.

WJIM Stations Aid Families

BILL FYFFE, news director for WJIM-AM-TV Lansing, Mich., aired a newscast recently about two local families losing everything in an early morning fire. After the announcement, the stations appealed to their listeners for help, and as a result, enough clothing and household furnishings for both of the families were received.

KTTV (TV) to Stage Telethon

KTTV (TV) Los Angeles will stage a ten-hour telethon on Sunday, Feb. 17 (7 a.m. to 5 p.m.) under the auspices of the Southern California chapter of Rheumatism & Arthritis Foundation. It will be the highlight of the foundation's February fund-raising campaign, which has a goal of $250,000.

MARCH TV CLINICS SCHEDULED BY BMI

SCHEDULING of five two-day regional television clinics for the first two weeks in March is being announced today by Broadcast Music Inc. This year's series of tv clinics has been enlarged from three to five to enable more tv station personnel to exchange their ideas and experiences on program operations.

The clinics, now being organized by BMI's station relations vice president, Glenn Dolberg, will be visited by two travel teams of speakers of "national tv stature" who, in turn, will be augmented by other speakers from within each region. A total of 10 speakers will visit each clinic during the two-day sessions. Mr. Dolberg also indicated that as in the annual BMI radio clinics, each afternoon will close with an informal group discussion.

The series gets under way March 4 and ends March 12. Regional meetings will be held as follows: March 4-5—Northeast: Biltmore Hotel, New York; Southwest: Texas Hotel, Ft. Worth; March 7-8—South: Dinkler-Plaza Hotel, Atlanta, Ga.; Midwest: Sheraton-Blackstone Hotel, Chicago; March 11-12—West: St. Francis Hotel, San Francisco.

New Sports Broadcasting Firm To Be Directed by Ed Pancoast

A NEW FIRM, Sports Broadcasts Inc., has been formed under the presidency of Ed Pancoast, formerly of The Bolling Co. (station representatives), to represent both sports organizations and sports features in radio-tv.

Associated with President Pancoast in SBI are Marty Glickman, widely-known sportscaster, who is vice president and treasurer, and Nat Asch, former sports director of WMGM New York, secretary. SBI is temporarily headquartered at 507 Fifth Ave., New York.

Mr. Pancoast said SBI will represent the New York Yankees baseball club and the New York Giants football team insofar as radio-tv coverage of the teams is concerned. He said sports features it will handle include a series based on films of famous fights, known as *The Golden Era of Boxing*.

AP Cites Greater Cooperation With Radio, Television Stations

COOPERATION between radio-tv stations and the Associated Press reached a new high in 1956, AP reported last week, citing "a remarkable upsurge in cooperative newsgathering," and singling out WTMJ-AM-TV Milwaukee as the leading contributor with 398 individual stories for AP use.

According to AP Radio Editor John Aspinwall, the 140 AP-member stations in Texas set the record for all 48 states with a total of 3,492 filed news stories—an increase of 1,413 over the 1955 total. Michigan member stations, which produced 2,737 stories (an increase of 736 over 1955), supplied 41.8% of the total news stories on Michigan state wires last year, exclusive of material gathered by AP's own staff there.

Other stations mentioned and the number of stories they filed: WHLS Port Huron, Mich. (379); KONO San Antonio (259); WHBL Sheboygan, Mich. (255); WONE Dayton, Ohio (254); WRIT Milwaukee (223); KWTX-AM-TV Waco (206) and KDSX Denison-Sherman, Tex. (201).

Sound Studios Adds Two to Staff

TWO ADDITIONS have been made to the staff of Sound Studios Inc., Washington, D. C., which creates and produces radio and tv campaigns. Col. R. L. Duncan (USA, ret.) has joined the firm as vice president; Evelyn A. Duncan has been named director of special events, President Leon Loeb announced.

Col. Duncan, who served in both World Wars, is a past president of RCA Institutes, which he organized, a senior member of the Institute of Radio Engineers and a member of the American Institute of Electrical Engineers. Mrs. Duncan, who will arrange recordings of events such as conventions, conferences, testimonial dinners, weddings, served on the staff of Sen. Estes Kefauver (D-Tenn.) from 1949 until the present.

Jones Joins Capitol Records Inc.

GEORGE R. JONES, formerly West Coast manager for Langlois Filmusic Inc., has been appointed custom service department manager for Capitol Records Inc. and will assume his new post Feb. 1.

Mr. Jones, a veteran in the custom business, was associated with the C. P. MacGregor firm for 15 years, most recently as general sales manager. In his new Capitol post he succeeds Tom Mack, who recently resigned.

Closed-Circuit Tv Firms Expect Record Business Volume In '57

AN expected largest dollar-volume of business in closed-circuit tv history for any given quarter was forseen last week by Nate L. Halpern, president of Theatre Network Television Inc., New York. Mr. Halpern said TNT and its affiliated company, Tele-Sessions Inc., believe their gross for 1957 will exceed that for 1956 by 200%.

Among clients signed up for the first quarter ending March 31 are American Telephone & Telegraph Co., Ford Motor Co., General Electric Co., United Jewish Appeal and I. B. Kleinert Rubber Co.

Mr. Halpern declined to cite specific dollar figures but said that TNT can safely account for 90% of the total dollar volume in the closed-circuit tv industry.

PROGRAM SERVICES PEOPLE

Hugh Hudson, California sales manager of Sound Ad Film-Radio Productions, Hollywood, named vice president in charge of national tv and radio sales.

IT'S RADIO ACTIVE

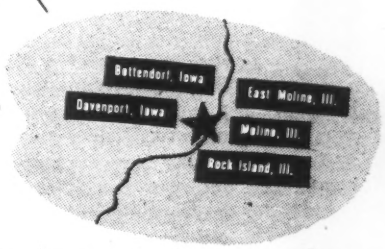
There's Buying Power In This Here Valley

$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"



Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

PLAYBACK

QUOTES WORTH REPEATING

A WORD FROM THE PRESS

Bill Ladd, tv columnist, in the Louisville Courier-Journal *Jan. 2:*

THIS, my friends, is the season of the television award farce.

Almost any night some tv personality is "surprised' to find that he has been selected as the best in some category, by someone.

There was a time when I thought the Emmy of the Academy of Television Arts & Sciences was the answer. Then the professional critics were more or less shouldered aside and the award began to express a compromise between the Hollywood (film) thinking and the New York (live tv) thesis.

The point to this is that I think the television critic of the daily newspaper has been largely forgotten. The forgetting took place a few years ago when newspapermen who had been writing about radio, or drama or police courts were valiantly struggling to become experts in this new field of television. We were lacking in skill and wisdom, and most of us admit it.

However, in the past year or two many newspapers have tried to do a serious job of reporting and commenting on television. Many have recognized that television is a new means of communication —a new art form, if you will—that deserves serious thought and considerable space.

There probably are some 150 men now engaged in writing about television for the major newspapers of the country. These men are in a peculiar position. They hear from the viewer, they watch constantly. They know enough of the medium to know what the producer is trying to do and what tools are at his disposal. They also know, because they are viewers, what the result should be on the end of their picture tubes.

I suggest then that these television editors who take their work seriously (and whose papers take them seriously, too) form a national organization with these proposals to guide them:

1. They recognize television as a medium of communication with new techniques and goals and worthy of the same adult criticism accorded other means of communications, such as theater, movies and the written word.

2. Through their unbiased, thoughtful criticism, they help guide television into its true place that it may better fulfill its destiny to entertain, inform and serve in the interest, convenience and necessity of the general public, which owns the air through which it operates.

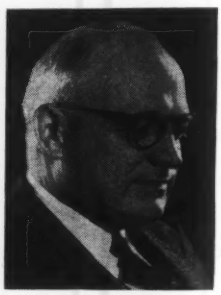
3. That these critics gather once a year to discuss their problems and exchange ideas as other professional men gather to improve their own work. That these meetings be at the expense of their publishers without subsidization or influence by any producer or distributor of television programs.

4. That out of these meetings, as a sort of minor by-product, come an awards system which would truly express the views of those men who spend their days and nights writing about and watching this strange monster which has come into our lives.

TWO FOR THE ROAD

Don Belding, chairman of the executive committee, Foote, Cone & Belding, addressing the Western States Advertising Agencies Assn. in Los Angeles Jan. 21 (at a dinner honoring him upon his retirement):

THE tax structure, as it exists, encourages a client upsetter on the American scene known as the "for tax reasons merger." The merger is attractive, even with failures and firms losing money, through the possibility of loss carry backs. The best way to make capital money these days is to sell out.



MR. BELDING

So I predict: Unless the tax structure is changed, small agencies are going to lose more business from the "for tax reasons mergers." And the reason is simple: The bigger companies serviced by the bigger agencies are going to gobble up the smaller companies serviced by the smaller agencies.

•

NOW there's another thing called the "consent decree" which probably won't but which could eventually cause the smaller agencies a lot of trouble.

I wish someone would have enough guts someday to stand up and tell the government where to go when they threaten to sue them because they get together to try and work out ethical details of their business on a cooperative basis. But we were weak-kneed like the rest. Although the advertising business had been operating under the 15% commission system since the turn of the century and the great vital American economy had grown under the system, at the first cry of "wolf" by a couple of questionable characters in the Justice Dept., the Madison Ave. boys ran for the brush like a bunch of scared quail. Generally, I am proud of my industry. In this instance, I was ashamed of it.

BACK TO COMPETITION

Daniel W. Kops, executive vice president of WAVZ New Haven, Conn., appearing on a panel before the alumni association of the Columbia U. (New York) School of Journalism:

RADIO has a unique opportunity and a challenge today and to a greater extent in the years ahead. That is to fill the role once played by competing newspapers. There were once two to five newspapers in most cities of the country. The trend, so evident today, suggests that in years ahead only the largest metropolitan centers will have more than a single newspaper ownership. The public interest is best served by competitive reporting of the news. Radio can, and in many instances already has, restored this competition.

These same cities face, in each instance, only a single point of view in the newspaper's editorial columns. Radio has an opportunity through editorializing to restore to the public a range of choices. As one who does editorialize [B•T, Sept. 19, 1955], I am in a position to report that radio editorializing is effective in resolving public thinking and bringing about civic improvement. The number of radio stations that editorialize is growing. Those who practice it have found it adds to the stature and effectiveness of their stations.

CHURCH AND TV

Rev. Dennis J. Bennett, rector of St. Mark's Episcopal Church, Van Nuys, Calif., during a religious telecast on KTTV (TV) Los Angeles:

THE CHALLENGE to the church today is to proclaim the truth of the gospel as never before. To use every means, every medium, every opportunity. Certainly the church should be using the media of mass communication, and television in particular. The church has all too often joined in condemnation of tv as a "one-eyed monster"—but, with certain very notable exceptions, the church has done little to back up or approve the many truly excellent programs already on the air, or to use the great evangelizing and teaching method of television to tell people what the faith is all about. Timidity, lack of imagination, lack of initiatives and just plain lack of funds—these have been contributing factors.

CHAPMAN APPOINTED CBS-HYTRON HEAD

- **Sylvania official in new post**
- **Succeeds Robert Stromeyer**

ARTHUR L. CHAPMAN, a top-level executive at Sylvania Electric Products with which he was associated for 24 years, was named last week by Dr. Frank Stanton, CBS Inc. president, to succeed Robert F. Stromeyer, who has resigned as president of CBS-Hytron.

MR. CHAPMAN

CBS-Hytron, with its main plant and administrative offices in Danvers, Mass., is CBS division that produces electronic tubes and semi-conductors.

Mr. Chapman moves to CBS-Hytron from his post of vice president of manufacturing at Sylvania. He had been with the latter firm since 1933, joining as supervisor of radio tube material inspection and working on, among other things, the lock-in radio tube. After subsequent posts with Sylvania's wire and weld plant, Mr. Chapman in 1950 became general manager of Sylvania's parts and tv division. He was elected a vice president in 1951, advanced two years later to vice president in charge of electronic operations, and last May to vice president of manufacturing.

At Sylvania, Mr. Chapman headed planning and coordination in automation and equipment development, purchasing, traffic and industrial engineering. He also took a hand in evaluating manufacturing facilities of new acquisitions or ventures pursued by the company.

The CBS-Hytron division was created after CBS' acquisition of Hytron Radio & Electronics Corp. and its subsidiaries, including Air King Products Co. Air King subsequently became the CBS-Columbia division; Hytron Radio & Electronics was changed to CBS-Hytron. CBS-Columbia—engaged in set manufacturing—last year suspended its operation. Lloyd H. and Bruce A. Coffin, chairman and president of Hytron, were active in the management of CBS-Hytron for about three years. Mr. Stromeyer was then named president of the division.

GE Promotes Eby to New Post

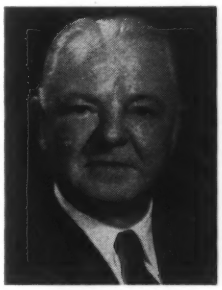
S. JAY EBY, senior copywriter for broadcast advertising at General Electric, has been appointed manager of advertising and sales promotion for GE's broadcast equipment, it was to be announced today (Monday) by Paul L. Chamberlain, Technical Products Dept. manager of marketing for broadcast and military equipment.

MR. EBY

Mr. Eby will be responsible for planning and executing advertising and sales campaigns for GE's complete line of radio and tv broadcast equipment and allied military equipment.

Tyson Succeeds Patten As DuMont Treasurer

DONOVAN H. TYSON, vice president and controller, Allen B. DuMont Labs, last week was named vice president and treasurer, succeeding Rear Adm. Stanley F. Patten (USN, Ret.), who several weeks ago announced his retirement after 40 years active service—10 with DuMont, 30 with the Navy [B•T, Jan. 21].



MR. TYSON

Other executive reassignments announced last week by DuMont President David T. Schultz: George G. McConeghy, former assistant controller, to controller, and Robert W. Norcross, general credit manager, to assistant treasurer.

All three have been with DuMont for a little over a year. Mr. Tyson came to the electronics firm from Sylvania Electric Products Inc., and before that, was with Botany Mills Inc., Minute Maid Corp., and other firms in top-level financial posts. Mr. Norcross' previous associations were with Servel Inc. and Republic Aviation Corp., while Mr. McConeghy was with such industrial firms as Langevin Mfg. Co. and Sun Chemical Corp.

Two Resign From DuMont Labs

L. C. Radford Jr., eastern district manager and B. J. Klindworth, central district manager resigned Jan. 21 from Allen B. DuMont Laboratories Inc., technical products division. In a joint announcement of resignation last week both said they had no future plans.

1-2 sales punch

in WESTERN MONTANA

MISSOULA, MONTANA

sir seven DOETH THE JOB FOR WSAU-TV-7

OUR VIEWERS ARE NOT DRAG'IN WHEN IT COMES TO SALES.

TOTAL RETAIL SALES	$567,064,000
FOOD	$121,157,000
DRUGS	$12,248,000
GROSS FARM INCOME	$207,408,000
POPULATION	556,700

FOR MORE INFORMATION SEE:
MEEKER TV
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RCA Official Gives Details On Pocket-Size Tv Camera

DETAILS of a pocket-size tv camera, weighing less than a pound and measuring 1⅞ by 2⅜ by 4½ inches, were disclosed last week by RCA. Theodore A. Smith, executive vice president, RCA Defense Electronic Products, said the camera will be for military airborne, mobile and field closed-circuit uses.

The camera was developed by RCA Surface Communications Dept. engineers, and combines transistors, specially developed transistor circuitry and a new RCA half-inch, vidicon camera tube. It is said to surpass the standard vidicon-type industrial tv cameras in sensitivity—with the use of an F-1.9 lens, the camera requires only 10 foot candles of scene illumination for "clear, contrasty pictures."

RCA noted that its small camera can be operated in the palm of the hand, or with an attachable pistol-grip handle, bolted to wall or floor or mounted on tripod. It incorporates a photoelectric iris control, operates from a 115-v, 60-cycle AC source drawing less than 350 w, has a high level of resistance to shock and vibration and can be operated by non-technical personnel, rarely requiring control adjustment once optical and electrical focus are fixed.

Dumont Labs Expands Facilities For Its Tube, Circuit Research

ALLEN B. DUMONT Labs expects to triple its engineering and development area for its tube research division and double the area for circuit research in an expanded operation announced last week by Dr. T. T. Goldsmith Jr., vice president and general manager of DuMont's government and research activities.

Expansion move—entailing the taking over by tube research of nearly all of the plant space of DuMont's Passaic (N. J.) buildings and the nearby buildings in Clifton, N. J.—was reported to have been stimulated by an increased demand for special cathode-ray tubes, multiplier phototubes, display and pick-up devices, communication systems and data handling equipment. The circuit research division, which previously shared plant space at Passaic, has relocated its facilities in East Paterson, N. J. The divisions have enlarged staffs. A 25% sales boost in six months is expected in tube research.

Meanwhile, Robert W. Deichert was named manager of a newly formed data and display department at DuMont. Mr. Deichert, who at one time had been active in the circuit research division's work on color tv studio equipment among other things, will be responsible for development work in applying data and display techniques to electronic equipment.

'56 Top Year For Nems-Clarke

NEMS-CLARKE INC., Silver Spring, Md., electronic manufacturer, topped all its previous sales and stock earnings records in 1956, with shipments for the year exceeding $4 million and earnings per common share hitting the $5.50 mark.

A. S. Clarke, president of the corporation, said that the new business written last year exceeds that of 1955 by 12%. Mr. Clarke attributed the increased earnings to the fact that 37.5% of the company's business is now in its own proprietary items, as distinguished from contract manufacturing.

GE Joins Manufacturing Groups

GENERAL ELECTRIC has consolidated manufacturing research personnel and facilities into an equipment development operation at Schenectady, N. Y., according to Irvine D. Daniels, general manager of GE's receiving tube department. Robert T. Pennoyer, since 1951 manager of equipment development and advanced manufacturing (the two operations being combined), heads the new organization.

Tv Set Shipments Down

NUMBER of tv set shipments from factories to dealers in November showed decline, ending five-month consecutive gains, according to Radio - Electronics - Tv Mfrs. Assn. RETMA found 617,516 tv sets were shipped by factories in November compared to 843,508 in October and 634,742 in November 1955. Eleven-month tv shipments by factories to dealers totaled 6,051,266 compared to 6,621,786 in same 1955 period.

Color, Magnetic Tape On Engineers' Agenda

REPORTS on color tv, magnetic recording and transistor developments will be among 275 papers to be presented at the Institute of Radio Engineers' national convention and exhibit March 18-21 at the Waldorf-Astoria and the Coliseum in New York City.

Approximately 50,000 engineers are expected to attend. The exhibit, which will be housed in the Coliseum, will have 840 booths showing new engineering apparatus.

On the opening day (March 18), Donald G. Fink, director of research, Philco Corp., and IRE's editor, will speak on "Electronics and the IRE—1957." The technical sessions get underway that afternoon. The annual banquet the night of March 20 will feature an address by Dr. John A. Hannah, president of Michigan State U., and presentation of IRE awards by John T. Henderson, IRE president.

The session on color tv will be held on the afternoon of March 20. It will include color developments in Europe, brightness enhancement techniques for single-gun chromatron, accuracy of color reproduction in the "apple" system, improvements in apple beam indexing color picture tube and a talk on an advanced color tv receiver using a beam indexing picture tube.

Magnetic recording papers will be delivered the morning of March 20. It will include, among other things, talks on quantitative methods for evaluation of magnetic recording system performance, application of WOW and flutter compensation techniques to fm magnetic recording systems, design of instrumentation magnetic tape transport mechanism.

Various technical papers will treat transistor applications (also morning of March 20); televisual systems devices (March 19 afternoon); antennas and new broadcast developments (March 19 morning); solid state devices, multiplex communication systems and propagation (all on March 18 afternoon).

Inventors & Scientists Congress Planned for May in Mexico

DR LEE de FOREST, radio-tv pioneer and a member of the National Advisory Board of the United Inventors & Scientists of America, will be among the many prominent officials attending the first Latin-American Inventors & Scientists Congress to be held May 27-29 at University City Place in Mexico City.

Purpose of the Congress is to combine representatives of the Latin-American Congress with the International Inventors & Scientists Congress, in Europe, this summer and to (1) obtain a uniform International Patent Law, similar to the Copyright Law; (2) open the doors for a world market in an exchange of patents and inventions for the benefit of all peoples, and (3) organize the inventors and scientists in many countries in order to work together on common problems.

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THE *L.B. Wilson* STATION

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On the Air everywhere 24 hours a day—seven days a week

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of control equipment to convert four of 21 TK 40 color cameras to improved TK 41 models to NBC, N. Y. RCA also reports shipping one live color studio camera to NBC in N. Y.; custom-built three-bay superturnstile antenna to KGEZ-TV Kalispell, Mont. (ch. 8); 24-section Pylon antenna to KBAS-TV Ephrata, Wash. (ch. 43), and used 5 kw General Electric transmitter to WCHS-TV Charleston, W. Va. (ch. 8).

MANUFACTURING PEOPLE

Thomas P. Ryan, 49, head of Sylvania Electric Products Inc.'s new factory distributing branch in Chicago, died Jan. 23.

Vice Adm. Richard (USN Ret.), project manager for DEW line, Federal Electric Corp., Clifton, N. J., elected vice president of Federal Electric.

Edward Bishop, supervisor of cost accounting at Johnson & Johnson, Newbrunswick, N. J., to Hallicrafters Co., Chicago, as controller and **John R. Halligan,** Hallicrafter, budget director, appointed assistant treasurer.

Robert O. Vaughan, with RCA from 1946 until 1952 in various sales capacities and recently in private business, has rejoined RCA in newly-created post of manager, west coast marketing programs, Defense Electronic Products.

Robert A. Kubicek, advertising sales manager of *Tv Guide,* Chicago, to Zenith Radio Corp.'s hearing aid division as field sales manager.

G. A. Hinckler, Webcor Inc., Chicago, promoted from assistant advertising manager to advertising manager.

Cyrus Wood, Raytheon Mfg. Co., finance department, to assistant treasurer at firm's Waltham, Mass., headquarters.

Dr. Rolf W. Peter, research physicist at RCA Labs, named director of Physical & Chemical Research Lab, succeeding **Humboldt W. Leverenz,** appointed assistant director of research for RCA Labs. **Allen A. Barco,** engineer-in-chief, Industry Service Lab, David Sarnoff Research Center, to director of RCA Labs' Systems Research Lab, succeeding **Dr. George H. Brown,** appointed chief engineer. RCA commercial electronic products.

Martin Richmond, staff assistant to manufacturing and engineering vice president, Emerson Radio & Phonograph Corp., Jersey City, N. J., named production manager of company's radio-tv division.

Robert W. Holmes, controller, Winchester-Western Div. (New Haven, Conn.), of Olin Mathieson Chemical Corp., to Raytheon Mfg. Co., as operations controller of Raytheon's Receiving and Cathode Ray Tube Div.

E. P. Atcherley, distributor sales merchandising manager, Sylvania Electric Products, N. Y., named assistant to sales manager of distributor sales.

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BETTER BALANCED MUSIC PROGRAMMING

L. C. Bruce, Gen. Mgr. of WNCA, Siler City, N. Car. writes:

"In our opinion and experience operating a 1,000 watt daytimer in a rural, agricultural market, success has resulted from down-to-earth, well-balanced programming. We have tried to "localize" everything and we have enjoyed excellent results both for listeners and sponsors.

"As a part of our well-balanced programming, the SESAC Library has been easy to integrate profitably. For example: the Gospel Section from the SESAC Library has been sponsored continuously by a farm implement dealer since 1952, on our station."

When you are in Hollywood
stop by 6253 Hollywood Blvd.
for your current issue of B•T
or call HOllywood 3-8181
AMERICAN AIRLINES

CANADIAN ADVERTISERS PRAISE TV

SUCCESS OF TELEVISION for Canadian local and national advertisers on local stations was reported to some 500 advertisers and agency representatives at the Second Annual Tv Seminar held at Toronto, Ont., on Jan. 17. Local advertisers and station personnel from all parts of Canada were on hand to recount successful advertising campaigns on stations and to answer questions of the advertising executives invited to the gathering by the Television Representatives Assn. and the Canadian Assn. of Radio and Television Broadcasters.

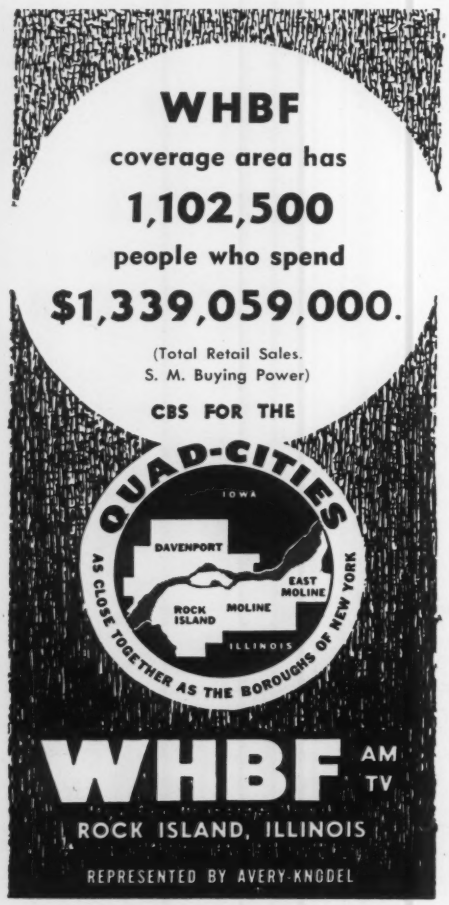
Facts and figures of television impact in the United States were first reported by Norman Cash of Television Bureau of Advertising, New York, who told the Canadian audience that "tv has more impact to move people to desire more things." He said that with the present labor shortage, tv brings the salesman right into every home, that tv is first choice among national advertisers in the United States, and that tv programs and messages should be aimed at the young family audience as it makes up the largest group of viewers according to statistics.

Canadian station owners brought local advertisers to Toronto to tell the advertiser audience their own success stories. These local advertisers came from Saskatoon, Regina, both Sask., Barrie, Ont., Moncton, N. B.; Edmonton, Alta.; North Bay and Wingham, both Ont. They included grocers, automobile dealers, power commission executives, farm co-operative leaders, and furriers.

Don Jamieson, general manager of CJON-TV St. John's, Nfld., told advertisers of the drawing power of local programs and local announcers for commercials for national advertisers. He also reported on the impact of tv advertising in Newfoundland, where fishing villages along the rocky coast have found tv a "miracle." "Where formerly the local storekeeper in these small villages carried only a limited line of merchandise and was the authority on what his community could or could not buy," Jamieson said, "today nationally advertised merchandise of all types is found on the shelves of stores in even the remotest fishing village. Today, there is a 100% audience in most of these communities even though there may be only one or two tv sets to a community."

Local station operators have learned to produce good shows with limited funds and local talent, shows which have a big local drawing power, a number of speakers declared.

The session was under chairmanship of Bill Byles, executive vice-president of H. N. Stovin & Co., Toronto, station representative firm, and was welcomed by Fred Lynds, CKCW-AM-TV Moncton, N. B., president of the Canadian Assn. of Radio and Television Broadcasters.



Pulse Begins Mexican Service, Expands in England, Canada

EXPANSION of Pulse Inc. International Division's rating operations into Mexico and extension of its current operations in England and Canada has been announced.

In Mexico, officials said, Pulse will report on listening to radio stations in Matamoras and Reynosa, on the Texas-Mexico border. In England, where Telepulse Ltd. has provided monthly viewing reports in London and Birmingham areas since November 1955, service is being extended to the Manchester area.

In Canada, Toronto tv measurements will be added to Montreal, where Telepulse has surveyed viewing three times yearly since May 1955. Pulse also provides radio and tv ratings in Alaska and Hawaii, tv ratings in Puerto Rico, and in U. S., currently surveys radio and tv audiences in 200 markets and also issues national reports for each medium monthly.

Canadian Radio Stations to Pay Music Copyright Fees in 1957

CANADIAN RADIO STATIONS will pay music copyright fees this year to the Composers, Authors and Publishers Assn.. of Canada (CAPAC), on the same basis as in 1956, the Canadian Copyright Appeal Board has ruled at Ottawa.

The Canadian Assn. of Radio and Television Broadcasters had urged the board to freeze the fees at the 1956 level.

CARTB asked for the freeze on fees until appropriate authorities can deal with the recommendations of the Royal Commission on Copyright, which are expected to be announced this spring. CARTB was backed up in its request by the Musical Protective Society, a Canadian organization of all copyright music users. Copyright fees on music used by television stations were settled by agreement between CAPAC and the CARTB's tv copyright committee.

54% of Canadian Households Have Tv Sets, Report Reveals

MORE THAN HALF all Canadian households now are equipped with television receivers, according to a survey conducted by the Dominion Bureau of Statistics. The government department's report shows that 2,132,000 homes holds out of 3,974,000, or 54%, had tv receivers at the end of September 1956, an increase over the previous year when only 39% of all households had receivers.

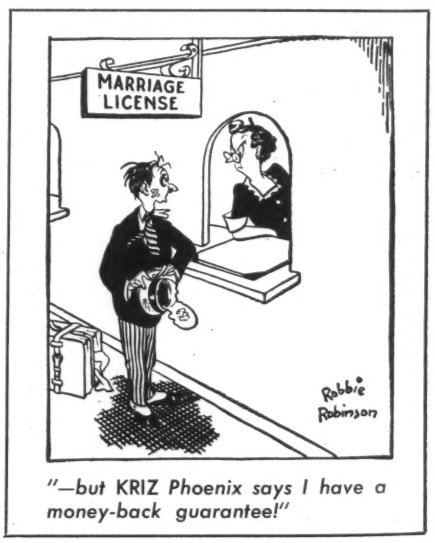
The same survey showed that 96% of all households had radio receivers, a slightly higher proportion than in 1955, whereas 74% of Canadian households had telephones compared with 70% the previous year.

In Ontario 915,000 households out of 1,370,000 had tv sets, 1,314,000 had radios, and 1,174,000 had telephones. In Quebec province 671,000 households out of 1,045,000 had tv sets, 1,010,000 radios and 794,000 telephones. In British Columbia 179,000 families had tv sets out of 388,000 households, 374,000 had radios and 289,000 telephones.

New Canadian Tv Film Series To Begin on Feb. 8 Over CBC

THE FIRST CANADIAN film series made especially for television starts its English-language telecast Feb. 8 on the Canadian Broadcasting Corp. microwave network and on all other English-language stations at a later date. The French-language version of the adventures of *Pierre Radisson* opens Feb. 3 on the CBC French tv network.

The 39 episodes were filmed near Montreal. They tell the adventures of a young French fur trader who lived 300 years ago in the Quebec area, was captured by In-



"—but KRIZ Phoenix says I have a money-back guarantee!"

dians, escaped and became one of Canada's early explorers. Filming for the CBC was done by Omega Productions Ltd., Montreal, Que.

CBC, ANG Agree on Contract

AGREEMENT has been reached on a new contract between Canadian Broadcasting Corp. and the American Newspaper Guild covering 115 radio and television news staff members. The new contract will provide for a 4% wage increase retroactive to June 1, 1956, and another 4% increase this June 1.

Negotiations for the contract were begun last June and a conciliation board had recommended arrangements on pay for new employes. However, CBC had rejected the findings of the conciliation board, and a strike vote, planned for Jan. 13, was abandoned when the Canadian Department of Labor stepped in.

'56 Canadian Radio Sales Climb

CANADIAN RADIO receiver sales increased and television receiver sales dropped in the first 11 months of 1956, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto, Ont. Total radio set sales in the January-November 1956 period was 506,578 units, compared to 462,300 in the same period in 1955. Television receiver sales in the period amounted to 561,590 sets in 1956, compared to 690,071 in 1955.

INTERNATIONAL PEOPLE

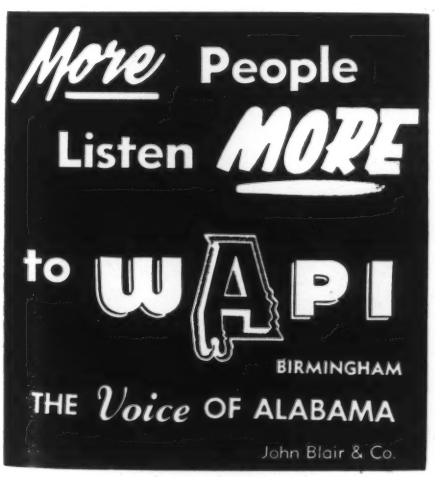
Barry Penhale, CKSO-TV Sudbury, Ont., to CKGN-TV North Bay, Ont., as public relations manager.

A. E. Stewart to manager of tv division of Jos. A. Hardy & Co. Ltd. (station representative firm), Toronto office.

Maury Allan, former model, to CHUM Toronto, Ont., as secretary.

INTERNATIONAL SHORTS

CJIC-TV Sault Ste. Marie, Ont., issued rate card No. 3, effective March 1, with one hour Class A time at $260 and one minute spot announcements Class A time at $45.



NBC Extends Awards Date; WRCA-AM-TV to Cite 'Journal'

NBC's owned stations and spot sales department, which planned to announce on Feb. 10 the establishment of an NBC public service award—to be presented monthly by each of its owned stations to organizations and groups in recognition of outstanding community service—last week moved the date ahead to accommodate one of the NBC stations.

WRCA-AM-TV New York requested the change, wishing to cite the *New York Journal-American* for helping to break the "mad bomber" case through its series of published correspondence with George Metesky, who was apprehended by the police.

The awards—in the form of parchment certificates—are designed to closer identify NBC-owned stations with the communities they serve, according to Thomas M. McFadden, vice president of NBC owned and operated stations and spot sales.

Seven Radio-Tv Companies Get 'Excellent Management' Rating

SEVEN RADIO-TV companies, one (CBS) primarily in the network business, and the other six principally in the manufacturing field last week were among 410 firms winning the American Institute of Management rating of "Excellent Management" in 1956.

The manufacturers were General Electric, Sylvania Electric Products, Westinghouse Electric, Motorola, Zenith Radio and Philco. Companies are rated on every function of management in addition to profits. Ten basic categories of management performance are used by the Institute in studying Canadian and American business. Grading is by a point system tabulated by an audit committee.

Companies are studied from the viewpoint of economic justification, treatment of shareowners, customers and the public, with their capital structure and customary figures evaluated. Greatest emphasis (or point weight) is given to a firm's "Executive Team."

Entry Deadline for Awards Set

DEADLINE of Feb. 15 was set last week by the League of Advertising Agencies Inc., for entries in its first annual "Outstanding Advertising" awards. The League citations will be made in five separate categories of campaigns—radio-tv, consumer print, trade print media, direct mail and sales promotion. They will go only to League members in good standing. Entry blanks may be procured from the League at 200 W. 42d St., New York 36.

AWARD SHORTS

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., cited by National Foundation for Infantile Paralysis with 1956 Humanitarian Award of the March of Dimes, for his "long-time devotion to human welfare activities." Mr. Goldenson will receive award at testimonial dinner Feb. 18, at Waldorf-Astoria Hotel in N. Y.

HUGH B. TERRY (l) president and general manager of KLZ-AM-TV Denver was given a citation for his part in the Colorado fight against the ban on photographic and recording equipment in courtrooms. The citation presented to Mr. Terry by Harry Hoth (r) secretary-treasurer of the Colorado Assn. of Broadcasters and Telecasters, acknowledged the "courageous efforts in behalf of freedom of information which led to the modification of Canon 35."

Harry A. Woodman, traffic coordinator for NBC, N. Y., was honored on his retirement this month, at a special gathering by his associates. Mr. Woodman had been with NBC since it was first organized.

Iowa supplies 13% of the nation's butter.

Butter include
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CBS Radio for Eastern Iowa
National Reps: The Katz Agency

BMI

"According to the Record"

Continuities for March

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

March's "According to the Record" includes stories about Samuel Houston, The Alamo, Oliver Wendell Holmes, Johnny Appleseed, and other significant and . . . . entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 12th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

PROGRAMS & PROMOTIONS

Second of Bell Science Series Planned March 20 on CBS-TV

THE SECOND in the Bell Telephone System's science series, produced and directed by Frank Capra, will be shown on CBS-TV March 20, at 9-10 p.m. EST, pre-empting Colgate-Palmolive's *The Millionaire* and R. J. Reynolds' *I've Got a Secret*.

The first in this series, *Our Mr. Sun*, was seen Nov. 19, 1956, in the time period usually held by Westinghouse Electric Corp.'s *Studio One*.

The second full-hour color production, titled *Hemo the Magnificent*, studies the human circulatory system and the mysterious "life substance" of hemoglobin. It will employ animated sequences, film strips and live action. Richard Carlson and Dr. Frank Baxter are featured in the program, placed by N. W. Ayer & Son, N. Y.

ABC-TV Shuffles Four

IN AN EFFORT to strengthen its drama-comedy nighttime schedule, ABC-TV last week announced schedule changes for three of its shows effective Feb. 14. Affected are *Wire Service*, currently Thursdays, 9-10 p.m. EST; *The Danny Thomas Show*, currently Mondays, 8-8:30 p.m. EST, and *Bold Journey*, now on Mondays, 8-8:30 p.m. EST. *Wire* will fill the 7:30-8:30 p.m. slot on Monday, while *Thomas* and *Journey* (adventure series) move to Thursdays, 9-9:30 p.m. and 9:30-10 p.m. respectively. Both CBS-TV and NBC-TV are heavy in drama on Thursdays.

Meanwhile ABC-TV also plans to replace *Omnibus* (Sundays, 9 p.m.) which goes off the air for the summer in March, with the *Original Amateur Hour*.

The network also added another sponsor, Bauer & Bauer to *Circus Time*, which will precede the *Thomas* show Thursday, 8-9 p.m. Show will continue in that period until June.

Musical Quiz Replaces 'Bank'

A NEW musical quiz show, *Hold That Note* was "sneak-premiered" last Tuesday on NBC-TV (10:30-11 p.m. EST), replacing *Break the $250,000 Bank*. Like *Bank*, the new program is an Ed Wolf Production. Mr. Wolf said the new show was created because the sponsor, Lanolin Plus Cosmetics Inc., desired a program with a musical-quiz format.

WOULD GO FIRST CLASS

IN WHAT is believed to be a new wrinkle in feature film presentation by a station, WBZ-TV Boston has been negotiating with actress Bette Davis to serve as m.c. during the station's showing of feature films in which Miss Davis has appeared. Franklin A. Tooke, WBZ-TV general manager, reported last week that final negotiations will be completed when Miss Davis returns from Hollywood in mid-February. WBZ-TV has acquired the Warner Bros. package which contains about 50 feature films. These include Miss Davis' appearance in "Jezebel," "The Petrified Forest," "Juarez," "The Letter" and "Dark Victory." WBZ-TV is considering these features for Saturday, 5:30-7 p.m. EST, starting April 6.

ANA Issues P-O-P Ad Book

ASSN. of National Advertisers, with the cooperation of the Point of Purchase Advertising Institute, has compiled a 248-page book, *Advertising At the Point of Purchase*, which is scheduled to be published tomorrow (Tuesday) by McGraw-Hill Publishing Co., New York. The book, intended as a reference guide, consists largely of material based on an ANA survey of more than 150 leading advertisers in more than 20 different product groups.

KYW 'Scoops' Wire Services

KYW CLEVELAND recently "scooped" the wire services when news director Sanford Markey learned that an owner of the one-time gambling casino, the Pettibone Club, had returned from Las Vegas and that new gambling equipment was being installed in the "padlocked" club. Upon hearing the story, Governor-Elect C. William O'Neill called a meeting of the state's 88 county sheriffs. Mr. O'Neill told KYW that arrangements had been made to close the club if it opens. The wire services reportedly credited KYW wth the story.

Turn About Fair Play

"YOUR wife handed us her house key long ago, now here's one in return," says KITE San Antonio, Tex., in a new promotion which it has mailed out. The brochure goes on to say, "and why not? We spend more time with your wife than you do . . . remember mama spends 85% of every retail dollar!" Included with the mailing is a key and a key holder that glows in the dark and holds nickels (with coin included) for those "pesky meters." One side of the holder contains the wife's initials and the other side says, "glowing with good music—and fast news! . . . Radio KITE."

WBZ-TV's Tribute to Bogart

WHEN WBZ-TV Boston heard of Humphrey Bogart's death, it cancelled the film on *Boston Movietime* and rescheduled "The Petrified Forest." Viewers expressed their approval of the tribute to Mr. Bogart and requesting that more of his films be scheduled in the near future.

NEWS that WSOC Charlotte, N. C., was awarded the local ch. 9 television cp [B•T, Dec. 17, 1956] was thus cryptically stated on the station-front marquee. The face of WSOC President Earle J. Gluck reflects the good word.

WRCA-TV's 'Baby Spectacular'

CLAIMED as a new concept by WRCA-TV New York is the station's "block buster and shrapnel" technique that lobs over a 30-minute "Baby Spectacular" that is followed up with week-long 20-second spot announcements. The technique is being used for sunrise stop-and-shop super markets in Long Island. The 30-minute variety show, called *Sunrise Serenade,* with columnist Hy Gardner as the m. c., will be seen Feb. 6, 10:30-11 p.m. The super market chain will sponsor 11 20-second spot announcements per week for 13 weeks. Agency was Co-Ordinated Adv. Corp., New York.

'Heart of the Empire'

A NEW weekly half-hour program series explaining the workings of the Colorado State legislature has been started by KBTV (TV) Denver. It is produced in cooperation with the Denver Chamber of Commerce and *The Denver Post.* The program, which is scheduled to run through the time the legislature is in session, features a new panel of two Democrats and two Republicans each week in order to give it an "unbiased flavor." It also gives members of the state House and Senate a chance to publicly air their views on current problems. In addition, the show, *Heart of the Empire,* will carry panel discussions on the duties of legislative officials and also introduce members of the legislature to viewers.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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WPTR Placates Longhairs With Closed-Circuit Opera

WPTR ALBANY has placated dissatisfied opera lovers in its area by offering the Saturday afternoon Metropolitan Opera broadcasts through a closed-circuit piped into the WPTR studios and the lobby of the Sheraton Ten Eyck (WPTR is located in the hotel).

Radio-television newspaper columnists and citizens in Albany had protested the station's failure to use the ABC network feed of the weekly Met broadcasts, stating that WPTR's programming of popular music instead of opera was a "stifling of culture."

Station General Manager Duncan Mounsey and Promotion Director Herbert Teison countered with a prepared statement pointing out that though there were 5,000 opera fans in the Tri-Cities area, the Met series "at best would not reach one half of one per cent of the million homes in the station's coverage area . . ." The statement also asserted that "popular music programming is listened to by 79.1% of all American families each week" and "75% of the listeners are adults."

WPTR continues to program over 90% local music and news after Mr. Mounsey and Mr. Teison devised the idea of closed-circuit broadcasts of the Met performances to satisfy opera lovers' yearning for "higher-level" on-the-air programs.

News, Weather, Sports Featured

THE EMPHASIS is on news, weather and sports in a new program launched by WNDU-TV South Bend, Ind., U. of Notre Dame station. Titled *News Central,* the new Mon.-Fri. series at 6:15 features four staffers: Lamont McLoughlin, news director, who will serve as editor-in-chief; Ed (Moose) Krause, athletic director at ND, sports editor; Pat Fitzgerald, station's weatherman, and Don Chevillet, "anchor man." Bernard C. Barth, vice president and general manager of WNDU-TV, said whatever category made the headline news would be presented in "depth" as part of show's format. *News Central* also makes use of beeper telephone reporting along with sound on film, motion pictures, stills and silent footage. National developments are covered by AP Wire Service and Photofax.

'Average' Frenchman Interviewed

WITH the aid of a telephone, an interpreter and his everyday knowledge of Franco-American relations, A. N. Spanel, founder and chairman of International Latex Corp., took part Tuesday in an international question-and-answer radio program with a direct connection to the French man-in-the-street. Mr. Spanel, phone and interpreter were housed at a New York studio. The questions (from anywhere in France) were phoned into the Paris studio, then relayed and answered by Mr. Spanel. The hookup was broadcast from Paris and received in France, Belguim, the Netherlands and Luxembourg. Questions covered Franco-American relations and their affect on the lives of the people in both countries.

IDENTIFICATION

There are all kinds, but if you need **product identification** in the huge Southern California market, here's the answer...

KTTV's **MILLION VIEWER THEATRE** has brought **big** audiences to late evening television. What happens when Los Angeles stays up with KTTV? Glad you asked...

MILLION VIEWER THEATRE is the highest-rated multi-weekly show in Southern California. It has a bigger rating for this viewing period than the 3 network stations combined.*

You can buy minute participations in these fine MGM pictures, starring great names like Clark Gable, Lana Turner, Spencer Tracy.

Minute participations plus top ratings equal product identification.

In your sales program, product identification can make a big difference, and, in Southern California, the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV
*L.A. Telepulse

Attention, Calling All Cars

MBS, in cooperation with the National Assn. of Stock Car Automobile Racing, has scheduled a series of 18 programs from Feb. 2-17 covering the 1957 NASCAR races from Daytona Beach, Fla. The annual races, participated in by all major U. S. automakers to test the stamina and durability of their latest models, will be scheduled so far as air time is concerned at a later date. The move, according to Mutual, to air the NASCAR Trials, was made for the two-fold reason of covering an important public event and to attract auto advertisers back to network radio.

'For God and Country'

AMERICAN LEGION, in cooperation with CBS Public Affairs, will present a special 30-minute program, *For God And Country,* next Sunday at 2 p.m. EST. The live telecast will be hosted by Will Rogers Jr., and will feature, among others, Secretary of State John Foster Dulles, the 160-voice West Point Chapel Choir and leading military officials. The program celebrates the 14th anniversary of the sinking of the *U. S. S. Dorchester,* the troopship on which the famous "Four Chaplains" of World War II died during an Atlantic torpedo attack.

'Stereophonic' Advertising

KPUG and KVOS, both Bellingham, Wash., recently combined efforts to program a half-hour "stereophonic" broadcast. The program was originated at KPUG and broadcast simultaneously through KVOS. It was sold commercially on both stations and was sponsored by Advanced Electronics Inc. which loaned the stereo tape and the Ampex stereo reproducer for the program. Since then, the stations have sold the show on a regular 13-week basis and have acquired Brown & Stone Music Co., Bellingham Radio, Daw & Son Insurance and Newberry's Dept. Store as sponsors. To eliminate split billing, each station sells three spots each per program to cover their time cost. Then, they bill just their own sponsors, but the commercials go on both stations stereophonically.

Station Authorizations, Applications
(As Compiled by B • T)

January 17 through January 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Jan. 23

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,016	2,982	175	348	143
Fm	536	516	48	45	0

FCC Commercial Station Authorizations
As of December 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,971	516	265
Cps on air	37	14	246
Cps not on air	117	24	120
Total authorized	3,125	554	631
Applications in hearing	164	2	109
New station requests	291	5	59
New station bids in hearing	114	0	72
Facilities change requests	154	6	45
Total applications pending	917	86	386
Licenses deleted in December	2	0	0
Cps deleted in December	1	0	2

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Jan. 23

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	379	91	470[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	341	320	661[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,055	337	823	568	1,392[3]
Noncomm. Educ.	64		37	27	64[4]
Total	1,119	337	860	595	1,456[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 708 already granted.

New Tv Stations . . .

ACTION BY FCC

Eureka, Calif.—Carroll R. Hauser granted vhf ch. 13 (210-216 mc); ERP 3.884 kw vis., 2.35 kw aur.; ant. height above average terrain 93 ft., above ground 214 ft. Estimated construction cost $92,532, first year operating cost $84,000, revenue $96,000. P. O. address Box 1015, Eureka. Studio location Vance Hotel, Eureka. Trans. location Humboldt County. Geographic coordinates 40° 48' 1.06" N. Lat., 124° 07' 35.58" W. Long. Trans. and ant. RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. E. Towne Assoc., San Francisco. Mr. Hauser owns **KHUM Eureka** and 45.3% of **KVEN Ventura, Calif.** Announced Jan. 17.

APPLICATION

Baton Rouge, La.—Port City Television Co., uhf ch. 18 (494-500 mc); ERP 256.6 kw vis., 132.8 kw aur.; ant. height above average terrain 536.2 ft., above ground 551.2 ft. Estimated construction cost $325,000, first year operating cost $315,000, revenue $375,000. P. O. address % **Ron Litteral,** 1505 Arlington Ave., Baton Rouge. Studio and trans. location corner Napoleon and Government Sts., East Baton Rouge. Geographic coordinates 30° 26' 36" N. Lat., 91° 11' 01" W. Long. Trans. and ant. GE. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Gautney & Jones, Washington. Principals include **Louis S. Prejean** (pres.-12.5%), Baton Rouge attorney; Mr. Litteral (v.p.-12.5%), former employe, **WAFB-AM-TV Baton Rouge; Roland K. Caldwell** (secy.-7%), Baton Rouge banking, investment interests; **G. Allen Penniman** (treas.-3%), 25% partner, Southland Adv. Agency, Shreveport, La., retail interests; **Floyd Peterson** (5%), Baton Rouge automobile agent; **A. J. Bankhead** (5%), owner, Baton Rouge engineering firm; **W. H. Wright Sr.** (6.5%), Baton Rouge insurance agent, and **A. B. Cobb** (5%), owner of Baton Rouge cleaning firm. Announced Jan. 9.

Existing Tv Stations . . .

ACTIONS BY FCC

KRUX Glendale, Ariz.—Granted change operation from 1340 kc, 250 w unl. to 1360 kc, 500 w, 5 kw-LS, DA-N unl., engineering conditions. Announced Jan. 23.

WYES (TV) New Orleans, La.—Granted mod. of cp (which authorized non-commercial educational tv) to change ERP to 50 kw vis., 28.8 kw aur. (ch. 8), change studio location, change type ant. and make other equipment changes. Announced Jan. 23.

APPLICATIONS

KBTM-TV Jonesboro, Ark.—Seeks cp to replace expired cp which authorized new tv. Announced Jan. 18.

KTWO-TV Casper, Wyo.—Seeks mod. of cp (which authorized new tv) to change ERP to 1.38 kw vis., 0.827 kw aur., change studio and trans. location to 145 N. Durbin, Casper, install new trans. and ant. system and make other equipment changes. Announced Jan. 23.

APPLICATION

San Angelo, Tex.—Application of **San Angelo Television Co.** seeking new tv amended to change ERP to 3.04 kw vis., 1.595 kw aur., change trans., make ant. and other equipment changes and change ant. height above average terrain to 173

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

ft. Announced Jan. 23.

Allocations . . .

ACTIONS BY FCC

New Orleans, La.; Mobile, Ala.—FCC invites comments by Feb. 8 to following supplemental proposals in New Orleans-Mobile tv assignment proceeding (Docket 11752): (1) by **WKRG-TV Mobile, Laurel Television Co.** and **KTAG Lake Charles, La.**, to add ch. 12 (minus) to both New Orleans and **Beaumont-Port Arthur, Tex.**, and add ch. 3 to **Lake Charles**, and ch. 11 to **Houma, La.**; and conflicting petitions previously filed by (2) KTAG Assoc. to substitute ch. 3 for ch. 25 at Lake Charles with request that KTAG be ordered to show cause why it should not change its operation accordingly; and (3) **Evangeline Broadcasting Co.** to add ch. 3 to **Lafayette, La.**, and ch. 12 (minus) to Lake Charles.

Original outstanding proposal would exchange ch. 4 in New Orleans for ch. 42 (now educational) in Mobile, making Mobile's present ch. 48 educational, and counterproposal to delete ch. 6 from New Orleans. New Orleans now has Channels 4, 6, *8 (educational), 20, 26 32 and 61. Mobile has Channels 5, 10, *42 (educational) and 48. Announced Jan. 17.

Altoona, Johnstown, Pa.—FCC by report and order finalized rule-making in Docket 11860 and shifted ch. 19 from Altoona to Johnstown effective Feb. 21. At same time, it denied request by **WARD-TV Johnstown**, which petitioned for change, for show cause order to specify its operation on ch. 19 in lieu of ch. 56; WARD-TV has opportunity to file application for new frequency. Comr. Mack abstained from voting. Announced Jan. 17.

Translators . . .

ACTIONS BY FCC

Durango, Colo.—La Plata Electric Assn. Inc. granted ch. 74 (830-836 mc) to rebroadcast ch. 4 **KOB-TV Albuquerque, N. M.** P. O. address % **George Granger,** Box 180, Durango, Colo. Trans. output 10 w, ERP to community 119 w. Estimated population to be served 3,000. Estimated construction cost $10,994, first year operating cost $1,580. Announced Jan. 17.

Durango, Colo.—La Plata Electric Assn. Inc. granted ch. 77 (848-854 mc) to rebroadcast ch. 7 **KOAT-TV Albuquerque, N. M.** P. O. address, see above. Trans. output 19 w, ERP to community 119 w. Estimated population to be served 3,000. Estimated construction cost $4,270, first year operating cost $780. Announced Jan. 17.

Trinidad, Colo.—H. L. Corley granted ch. 73 824-830 mc) to rebroadcast **KKTV (TV) Colorado Springs, Colo.** Trans. output 10 w, ERP to community 50 w. Estimated population to be served 1,500. P. O. address 108 N. Maple St., Trinidad. Estimated construction cost $4,250, first year operating cost $2,400. Announced Jan. 17.

Trinidad, Colo.—H. L. Corley granted ch. 70 806-812 mc) to rebroadcast **KCSJ-TV Pueblo, Colo.** Trans. output 10 w, ERP to community 50 w. Estimated population to be served 1,500. P. O. address 108 N. Maple St., Trinidad. Estimated construction cost $4,250, first year operating cost $2,000. Announced Jan. 17.

New Am Stations . . .

ACTIONS BY FCC

Tucson, Ariz.—Associated Broadcasters of Tucson granted 790 kc, 1 kw DA-D. P. O. address % Joseph Brenner, 321 S. Beverly Dr., Beverly Hills, Calif. Estimated construction cost $27,200, first year operating cost $61,704, revenue $69,087. Principals are equal partners **David Drubeck,** former employe at **KFMV (FM) Los Angeles,** and **Barnet Sorkin,** orchestra leader. Announced Jan. 23.

Little Rock, Ark.—Arkansas Valley Bcstg. Co. granted 1380 kc, 1 kw D. P. O. address % H. B. Stubblefield, Pyramid Life Bldg., Little Rock. Estimated construction cost $18,518.17; first year operating cost $72,000, revenue $85,000. Principals include **L. R. Luker** (50%), **Willis Eddins** (17.5%), **John D. Rhoads** (17.5%) and others. Announced Jan. 17.

Gilroy, Calif.—Bernard & Jobbins Bcstg. Co. granted 1290 kc, 500 w D. P. O. address 622 Hawthorne Ave., Los Altos, Calif. Estimated construction cost $10,000, first year operating cost $38,500, revenue $43,000. Principals are **James D. Bernard** and **Charles W. Jobbins,** engineers **KGO-AM-FM-TV San Francisco, Calif.** Announced Jan. 23.

Payette, Idaho—Payette Broadcasters granted 1450 kc, 250 w unl. P. O. address 35 S. Eighth St., Payette. Estimated construction cost $8,700, first year operating cost $24,000, revenue $30,000. Principals are equal owners **James C. Grisham,** former 50% owner of **KLOV Loveland, Colo.,** and **John W. Ecklin,** former 50% owner of KLOV. Announced Jan. 17.

Mt. Kisco, N. Y.—Radio Mt. Kisco Inc. granted 1310 kc, 1 kw D. Post office address 50 E. Main St., Mt. Kisco. Estimated construction cost $30,715, first year operating cost $45,000, revenue $50,000. Principals include Pres.-Secy. **E. Monroe O'Flynn** (50%), realtor, and Treas. **Martin Stone** (50%), majority owner of Stone Assoc., radio-tv production firm. Announced Jan. 17.

Canonsburg, Pa.—Douglas & Associates Inc. granted 540 kc, 250 w DA-D. P. O. address 20 S. Haft St., Houston, Pa. Estimated construction cost $40,673.71, first year operating cost $60,000, revenue $75,000. Principals include **Walter W. McCoy,** former chief engineer at **WJAS Pittsburgh, Pa.; R. A. Douglas,** heating and sheet metal contractor; **Floyd S. Bert,** former transmitting engineer at WJAS; **Henry Schueler,** former transmitting engineer at WJAS, and **Draga Powlich,** no business interests. Each holds 20%. Announced Jan. 17.

Massillon, Ohio—Massillon Bcstg. Co. granted 990 kc, 250 w DA-D. P. O. address Cedar Rd., Mounted Rte., 10 Butler, Pa. Estimated construction cost $36,857, first year operating cost $60,000, revenue $65,000. Sole owner **Joel W. Rosenblum** is 29% owner of **WISR Butler, Pa.** Announced Jan. 17.

WILA Danville, Va.—FCC by memorandum opinion and order on its own motion, set aside its Dec. 19 grant to S. L. Goodman for new am (WILA) on 1580 kc, 500 w, D, in Danville because of contravention of Sec. 3.28(c) (10%) rule. Announced Jan. 17.

Everett, Wash.—Snohomish County Bctsg. Co. granted 1230 kc, 250 w unl. Program tests not to be authorized until **KLAN Renton, Wash.,** has begun program tests on another frequency and license not to be issued until KLAN has been licensed on other than 1230 kc. P. O. address 2931 Rockefeller Ave., Everett. Estimated construction cost $11,100, first year operating cost $62,000, revenue $75,000. Principals are equal partners. **Archie Baker,** attorney, and **Paul Crain,** manager of **KUTI Yakima, Wash.** Announced Jan. 23.

Ponce, P. R.—Catholic U. of P. R. Service Assn. granted 1420 kc, 1 kw unl. P. O. address % Catholic U. of P. R., Ponce. Estimated construction cost $16,095, first year operating cost $16,880, revenue $20,000. Assets will be held for interest of the university. Announced Jan. 23.

APPLICATIONS

Geneva, Ill.—Ralph T. Buehlman, Dave Edelson, Walter F. Myers d/b as Fox Valley Bcstg. Co., 1480 kc. 0.5 kw DA-2. P. O. address 188 W. Randolph St., Chicago, Ill. Estimated construction cost $23,146, first year operating cost $46,000, revenue $60,000. Mr. Buehlman and Mr. Myers are employes, **WJJD Chicago.** Mr. Edelson is partner in Chicago advertising and publicity firm. All are one-third owners. Announced Jan. 17.

Jeffersonville, Ind.—Southeastern Indiana Bcstrs. Inc., 1450 kc, 100 w unl. P. O. address % **Charles N. Cutler,** Rural Rte. 4, Madison, Ind. Estimated construction cost $15,579, first year operating cost $30,000, revenue $36,000. Principals are **Robert E. Johnson** (pres.-35%), owner of Louisville, Ky., tv sales-service firm; **Mr. Cutler** (v.p.-25%), engineer, **WORX Madison, Ind.,** and **Wilferd Schickli** (treas.-40%), Louisville construction-real estate interests. Announced Jan. 23.

Leominster, Mass.—Arthur A. Newcomb d/b as Nashua Bcstg. Co., 1470 kc, 5 kw DA-D. P. O. address % Mr. Newcomb, Nashua, N. H. Estimated construction cost $29,000, first year operating cost $70,000, revenue $80,000. Mr. Newcomb owns **WOTW-AM-FM Nashua.** Announced Jan. 18.

Hobbs, N. M.—Clarence Wilson and Phil Jackson d/b as Independent Bcstrs., 1430 kc, 5 kw D. P. O. address Box 320, **Klamath Falls, Ore.** Estimated construction cost $16,551, first year operating cost $31,000, revenue $42,000. Mr. Wilson and Mr. Jackson own **KPUY Puyallup, Wash., KBOY Medford, Ore., KLAD Klamath Falls,** and **KWCO Chickasha, Okla.** Announced Jan. 18.

State Line, Nev.—Edward J. Jansen and Keith Jack Rudd d/b as Lakeside Bcstrs., 1270 kc, 500 w D. P. O. address % Mr. Jansen, 2031 Ballard, Las Vegas, Nev. Estimated construction cost $18,538, first year operating cost $36,000, revenue $48,000. Principals are applicants to buy **KAKJ (TV) Reno, Nev.** Mr. Jansen is consultant to **KRAM Las Vegas,** and Mr. Rudd is Las Vegas public accountant. Announced Jan. 23.

APPLICATIONS AMENDED

Grand Junction, Colo.—Application of **Mountain States Bcstg. Co.** seeking new am on 620 kc, 5 kw D and remote control trans., amended to change studio location and remote control point. Announced Jan. 23.

Cocoa, Fla.—Application of **Emerson W. Browne** seeking new am on 1350 kc, 1 kw D, amended to decrease ant. height. Announced Jan. 23.

Winter Garden, Fla.—Application of **E. V. Price** seeking new am on 1580 kc, 1 kw D, amended to change frequency to 1600 kc, decrease ant. height and make changes in ground system. Announced Jan. 23.

Existing Am Stations . . .

ACTION BY FCC

KMYR Denver, Colo.—Application seeking cp to increase power from 5 to 10 kw and install new trans. dismissed. (Request of applicant.) Announced Jan. 18.

APPLICATIONS

KBHS Hot Springs, Ark.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announcd Jan. 23.

WINZ Miami-Hollywood, Fla.—Seeks mod. of license to change name from **Hollywood Bcstg. Co.** to **Rand Bcstg. Co.** and change station location to Miami. Announced Jan. 23.

KFVS Cape Girardeau, Mo.—Seeks cp to increase D power from 1 kw to 5 kw and install new trans. Announced Jan. 23.

KOMB Cottage Grove, Ore.—Seeks mod. of license to change hours from unl. to specified (6 a.m.-6 p.m. daily, 8 a.m.-midnight Sun.). Announced Jan. 23.

APPLICATION AMENDED

KBND Bend, Ore.—Application seeking cp to increase D power from 1 kw to 5 kw and install new trans. amended to change from DA-N to DA-2 and change type trans. Announced Jan. 23.

New Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC by order has amended Class B fm station allocation plan by adding ch. 229 to **Lubbock, Tex.,** for which **KSEL-FM Lubbock** has applied. Announced Jan. 23.

Proposed rule-making—FCC asks comments by Feb. 25 to proposed rule-making which would amend allocation plan for Class B fm broadcast stations by channel changes as follows: Exchange 271 for 236 at **Worcester, Mass.**; delete 270 from **Holyoke-Springfield** and 290 from **Boston**; exchange 290 for 291 at **Hartford**; exchange 291 for 290 at **Bay Shore, N. Y.**; delete 290 from **Albany**; exchange 300 for 282 at **Keene, N. H.,** and 241 for 283 at **Mount Washington, N. H.**

Request is made by **General Bcstg. Corp.** (licensee, **KFMX [FM] New York City; WTMB [FM] Providence,** and **WFMJ [FM] Hartford**) to permit proposed concert network to serve those three stations plus **WGHF (FM) Brookfield, Conn.,** and unnamed station in Albany area and proposed new Boston station, by off-air rebroadcasting without interference to other fm stations in area. Announced Jan. 23.

Pasadena, Calif.—Pasadena City Junior College District granted 89.3 mc, 175 w unl. P. O. address

% Dr. W. B. Langsdorf, 1570 Colorado Blvd., Pasadena. Estimated construction cost $1,067, first year operating cost $2,000. Grant is for non-commercial educational purposes. Announced Jan. 17.

APPLICATION

Beverly Hills, Calif.—Saul Robert Levine d/b as High Fidelity Bcstrs., 97.9 mc, 8.55 kw unl. P. O. address Suite 1007, 6399 Wilshire Blvd., Los Angeles 48, Calif. Estimated construction cost $5,500, first year operating cost $15,000, revenue $20,000. Mr. Levine is Los Angeles lawyer and owns 25% of KCAL Redlands, Calif. Announced Jan. 23.

Existing Fm Stations . . .

ACTIONS BY FCC

KFSA-FM Fort Smith, Ark.—Granted request to cancel license; call letters deleted. Announced Jan. 23.

KWKW-FM Pasadena, Calif.—License and call letters deleted. (Request of applicant.) Announced Jan. 23.

Ownership Changes . . .

ACTIONS BY FCC

WGAD Gadsden, Ala.—Granted acquisition of control by **Radio Muscle Shoals Inc.** through sale of 25% from **James L. Garrett** to **Coosa Bcstg. Co.** (licensee) for $5,000. Radio Muscle Shoals owns 50%. Announced Jan. 23.

KXLR Little Rock, Ark.—Granted assignment of license from **Arkansas Airwaves Co.** to **Sanders Arkansas Bcstg. Inc.** Corporate change. No change in control. Announced Jan. 23.

KROG Sonora, Calif.—Granted assignment of license from **Brewster E. Ferrel** to **Walter T. Eggers** and **George E. Johnstad** for $30,000. Mr. Eggers is chief engineer of KROG and Mr. Johnstad mechanic, San Francisco water department. Announced Jan. 17.

WICC-AM-TV Bridgeport, Conn.—Granted transfer of control from **Philip Merryman, J. Kenneth Bradley and Manning Slater, voting trustees,** to **Philip Merryman.** Stock formerly voted under trust agreement is being returned to individual stockholders. Mr. Merryman owns 39.8% and will vote 14.7% owned by Mr. Slater. Announced Jan. 23.

WFNM De Funiak Springs, Fla.—Granted assignment of license from **Clayton W. Mapoles tr/as Walter Bcstg. Co.** to **Gulfport Bcstg. Co.** for $27,200. Gulfport is licensee of **WEAR-AM-TV Pensacola, Fla. Mel Wheeler,** gen. mgr.-25% owner, WEAR-AM-TV, is applicant for am in Panama City Beach, Fla., and is gen. mgr. of **WJDM (TV) Panama City, Fla.** Announced Jan. 23.

WGMA Hollywood, Fla.—Granted assignment of license from **South Jersey Bcstg. Co.** to **Eastern Bcstg. Service Inc.** for $65,000. Co-owners of proposed assignee are **Jack Barry** and **Daniel Enright,** Barry & Enright Productions Inc., N. Y. Announced Jan. 23.

WAOK Atlanta, Ga.—Granted assignment of license from **WAOK Bcstg. Co.** to **Atlanta OK Bcstg. Co.** for $46,500. One-third partners will be **Stan Raymond,** commercial manager; **Zenas Sears,** program director, and **Dorothy Lester,** station manager. Announced Jan. 17.

WLEY (FM) Elmwood Park, Ill.—Granted assignment of license and cp from **Elmwood Park Bcstg. Corp** to **Mrs. Evelyn R. Chauvin Schoonfield** for $22,500. Mrs. Schoonfield is Detroit, Mich., teacher and officer in Ferndale, Mich., bookbinding and realty holding firms. Announced Jan. 17.

WLAP-AM-FM-TV Lexington, Ky.—Granted transfer of control and assignment of license from **Gilmore N. Nunn** to **Community Bcstg. Co.** through sale of 100% stock for $346,000. Equal owners of Community Bcstg. are **Frederic Gregg Jr.,** Terrace Park, Ohio, account executive. Young & Rubicam; **Charles H. Wright,** employe, General Dynamics Corp., N. Y., and **Harry C. Feingold** Kansas City, Mo., appliance distributing, oil and financial interests. Announced Jan. 17.

WHVH Henderson, N. C.—Granted assignment of license from **Vance County Bcstg. Co.** to **Lawrence Brandon** for $30,500. Mr. Brandon is pres.-1% owner, **WWCO Waterbury, Conn.** His wife owns 98% of stock. Announced Jan. 17.

KWRN Reno, Nev.—Granted assignment of license from **KWRN Inc.** to **Radioreno Inc.** for $37,275. Equal partners in Radioreno are **James F. Hadlock** (pres.), owner of L. A. advertising agency and radio-tv production firm; **William H. Welsh Jr.,** director of special events, **KTTV (TV) Los Angeles,** and **Gerald A. Simmonds,** KTTV account executive. Announced Jan. 17.

WFCB Dunkirk, N. Y.—FCC by order denied request of **WJOC Jamestown, N. Y.,** for interim stay of Dec. 5 grant of transfer of control WFCB from **A. A. Schmidt, *et al*,** to **James Broadcasting Co.,** pending consideration of WJOC's protest and petition for reconsideration. Announced Jan. 17.

KADA Ada, Okla.—Granted involuntary transfer of control from **Dr. C. C. Morris,** deceased, to **Billy T. Hoover and Anderson Brown Morris, co-administrators.** Dr. Morris' share of 51.5% has been bequeathed to Mrs. Morris. Announced Jan. 23.

KWSH Wewoka, Okla.—Granted involuntary transfer of control from **Dr. C. C. Morris,** deceased, to **Billy T. Hoover and Anderson Brown Morris,** co-administrators. Dr. Morris' share of 51.9% has been bequeathed to Mrs. Morris. Announced Jan. 23.

KASA Elk City, Okla.—Granted assignment of license from **Southwest Bcstg. Co.** to **Leo R. Morris, Jackson R. Webb and Carl Stephens, partnership d/b as WSM Bcstg. Co.** for $50,000. Mr. Webb (25% of applicant) and Mr. Stephens (25%) are partners in Lawton, Okla., beer distributing firm. Latter also has real estate interests. Mr. Morris (50%), is former manager, **KSWO-AM-TV Lawton.** Announced Jan. 23.

KQIK Lakeview, Ore.—Granted assignment of cp from **Lynn C. Thomas and A. E. Freeman d/b as Northwest Radio** to **Pacific Northwest Radio Inc.** Corporate change. No change in control. Announced Jan. 23.

WMSR Manchester, Tenn.—Granted assignment of cp from **Royce E. Richards** and **Sam J. Albritton d/b as Manchester Bcstrs.** to **Murray Chumley tr/as Manchester Bcstg. Co.** for $1,750. Mr. Chumley is former commercial manager, **WJIG Tullahoma, Tenn.** Announced Jan. 17.

KBST-TV Big Spring, Tex.—Granted assignment of cp from **Big Spring Television** to **Texas Telecasting Inc.** for $300,000. Texas Telecasting is licensee of **KDUB-AM-TV Lubbock** and satellite **KPAR-TV Sweetwater,** both **Tex.** Announced Jan. 23.

KGRI Henderson, Tex.—Granted acquisition of negative control by **T. P. Cannon** through purchase of 4.17% for $2,000. Announced Jan. 17.

KOSA-TV Odessa, Tex.—Granted assignment of cp from **C. L. Trigg, W. B. Stowe and Brooks L. Harman** to **Mr. Trigg, Jack C. Vaughan and Grady H. Vaughan Jr.** (Texas oil interests) for $20,000 and assumption of obligations including half of $170,000 line of credit. Mr. Trigg retains 40% and Mr. Stowe and Mr. Harman 5% each. Announced Jan. 23.

KSOP Salt Lake City, Utah—Granted assignment of license from **Ralph Elwood Winn tr/as Seagull Bcstg. Co.** to **Merlin Henry Hilton, Mr. Winn** and **Lyle O. Wahlquist d/b as Seagull Bcstg. Co.** Mr. Hilton will own 51% and Mr. Wahlquist 10%, contributing total $19,154 in new capital. Mr. Hilton is gen. mgr., **KSOP Salt Lake City, Utah,** and Mr. Wahlquist consulting engineer to **KSL-TV Salt Lake City** and **KNAK** there. Announced Jan. 17.

WBOB Galax, Va.—Granted acquisition of positive control by **Robert V. Morris** through purchase of 5% stock from **Homer D. Jennings** for $544 and 5% from **John W. White Jr.,** for same amount. Mr. Morris will own 60%. Announced Jan. 23.

WYVE Wytheville, Va.—Granted assignment of license from **A. M. Gates Jr., individually and as administrator of estate of Dr. A. M. Gates,** to **A. M. Gates Jr., Maybelle L. Gates, Stuart L. Gates, Horace L. Gates** and **Lucille Gates McGahee d/b as Wythe County Bcstg. Co.** Maybelle Gates will pay Phyllis M. Gates $2,500 for 2/30 share, bringing her total to 7/30. A. M. Gates owns 17/30. Announced Jan. 17.

WKNA-AM-FM Charleston, W. Va.—Granted assignment of license from **Joe L. Smith Jr. Inc.** to **Kanawah Valley Bcstg. Co.** for $150,000. Kanawah is licensee of **WGKV Charleston, W. Va.,** and proposes to change facilities. Same interests own **WSAZ-AM-TV Huntington, W. Va.** Announced Jan. 17.

WGKV Charleston, W. Va.—Granted assignment of license from **Kanawah Valley Bcstg. Co.** to **Jacob A. Evans** and **Walter Franklin Evans d/b as Evans Bcstg. Co.** Evans Bcstg. will pay $90,250. Jacob Evans is account executive. McCann-Erickson, N. Y. advertising agency. Walter Evans is 12% partner, Red Kap Garment Co., Nashville, Tenn. Announced Jan. 17.

WHAR Clarksburg, W. Va.—Granted assignment of license from **WHAR Inc.** to **Harrison Corp.** for total of $97,453. Owners of Harrison Corp. are **William F. Malo Jr.** (pres.-50%), exec. v.p.-9.1% stockholder, Wilson Bcstg. Co., applicant for ch. 6 New Bedford, Mass. **George F. Wilson** (35%), pres. 67.27%, Wilson Bcstg., and **George F. Wilson Jr.** (15%), 5.45%, Wilson Bcstg. Announced Jan. 17.

APPLICATION

WAPI-WAFM (FM)-WABT (TV) Birmingham, Ala.—Seeks transfer of control from **Birmingham News Co.** to **Central New York Bcstg. Corp.** through sale of 100% for $2,400,000. Control remains with **S. I. Newhouse** and family who own both Birmingham News and Central New York Bcstg. Announced Jan. 23.

WLOF Orlando Fla.—Seeks acquisition of control by **Harris H. Thomson** from **John W. Kluge** for $130,662. Mr. Thomson, Washington, D. C., financier and present 15% owner of WLOF, will own 52%. Announced Jan. 17.

KALB-AM-FM Alexandria, La.—Seeks assignment of license from **Alexandria Bcstg. Co.** to **T. B. Lanford tr/as Alexandria Bcstg. Co.** Corporate change. No change in control. Announced Jan. 23.

KNEM Nevada, Mo.—Seeks acquisition of positive control by **Kenneth E. White** through purchase of 52% stock from **John Blake and Minnie Sparks Blake** for $26,000. Mr. White will own 100%. Announced Jan. 17.

WSTV-AM-FM Claremont, WTSN Dover, WTSL Hanover, WKBR-AM-FM Manchester, all N. H.—Seek acquisition of control by **William J. Rust Jr.** through purchase by licensee corporations and individual stockholders of approximately 33% held by **William J. Barkley** in each of four licensees for total price of $175,000. Mr. Rust will own 63-76% of stations. Announced Jan. 17.

WKXL Concord, N. H.—Seeks transfer of control from **Tele Broadcasters Inc.** to **Capitol Bcstg. Corp.** through sale of 100% for $50,000 and assumption of $50-60,000 obligations. New principals will be **Frank B. Estes** and **WKNE Corp. (WKNE-AM-TV Keene, N. H.),** each 50%. WKNE Corp., controlled by **Joseph K. Close,** pres., controls **WKNY Kingston, N. Y.,** and owns 18% of **WKNY-TV Kingston.** Announced Jan. 23.

WNCC Barnesboro, Pa.—Seeks acquisition of negative control by **William J. Thomas** through purchase of 25% from **LeRoy W. Stauffer** who will trade for Mr. Thomas' stock in **WDAD Indiana, Pa.** Mr. Thomas will own 50% of WNCC. Announced Jan. 17.

KABR Aberdeen, S. D.—Seeks assignment of license to **Yankton Bcstg. Co.** from **Tressa and Virginia Hunt** for $45,000. Yankton principals: **William M. Smith,** Yankton, S. D., businessman, (22.8%), **Doris J. Smith,** (53%), **James L. Cope,** attorney, (6%), and **William E. Johnson,** manager **KYNT Yankton,** (18.2%). Announced Jan. 18.

KNOK Fort Worth, Tex.—Seeks involuntary transfer of control from **John J. Flood Jr., deceased,** to **George Q. McGown Jr., James H. Snowden and John R. Pipes, executors of Flood estate.** Transfer involves 65.5% common stock and 100% preferred. Announced Jan. 23.

Hearing Cases . . .

FINAL DECISIONS

Gilroy, Calif.—FCC made effective immediately examiner's initial decision and granted **Bernard and Jobbins Bcstg. Co.** new am station on 1290 kc, 500 w D, conditioned upon submission of data required by Secs. 3.48 and 2.524 of rules for type acceptance of proposed transmitter. Announced Jan. 23.

Mount Kisco, N. Y.—FCC by order of January 16 made effective immediately examiner's initial decision of Dec. 12 and granted **Radio Mount Kisco Inc.** cp for new am station on 1310 kc, 1 kw D in Mount Kisco. Announced Jan. 17.

Bristol, Va.—FCC announced its memorandum opinion and order of Jan. 16 which (1) denied

Continues on page 110

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New Pacific northwest medium market music station. Sales manager, salesmen, traffic gal, 1st phone, DJ's male-female. Experienced, honest, sober, aggressive, willing worker. References, auditions. Box 216E, B•T.

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 148E, B•T.

Sales manager or station manager, strong on sales for Maryland independent. Excellent opportunity for solid producer. Box 341E, B•T.

Sales manager excellent New Jersey "spot" with independent. Salary, commission and override. Box 342E, B•T.

Sales manager for 5kw major network, regional, in California. Must be experienced, have good record and able to train staff and sales example. Five figure income for producer. Opportunity knocks—don't miss it. Box 367E, B•T.

Wanted: Combination manager-sales manager for eastern independent. Progressive market, good living conditions, excellent opportunity for man who does not fear competition. Selling experience prime importance. Box 397E, B•T.

Manager for 5kw daytime Florida station. Only top proven manager considered. Heavy emphasis on sales ability. Draw, percentage of profits. Write your own check. Write full details. . . . Ross Charles, WDDT, Greenville, Miss. Enclose recent picture.

Salesman

Salesman-announcer, experienced. $325.00 plus commission. KBUD, Athens, Texas.

Leading Phoenix, Arizona station. Aggressive, experienced management. Guarantee against 20% commission to the right person. Write Commercial Manager, KRIZ.

Top radio time salesman for six years leaving to go into business for himself. Fine opportunity for man with the experience and ability to replace him. Salary and incentive plan. For interview write, wire, or phone Gustave Nathan, WKNB, 1422 New Britain Ave., West Hartford 10, Conn.

Productive salesman for Idaho independent located in sportsmen's paradise. Top guarantee plus top commissions. Send full details first letter. Box 511, Twin Falls, Idaho.

Announcers

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Texas fulltimer needs qualified announcer with production know how and ability to deliver smooth newscasts and selling commercials. An interest in sales, program dircction, and news will be considered. Starting salary depends on man. Send audition and availability first letter. Have second station soon to go on air. You'll be working for progressive outfit with much opportunity for advancement. Box 268E, B•T.

Immediate opening for top-notch staff announcer to do commercials, news, disc jockey, and operate RCA board, with particular emphasis on play-by-play sports. This station is outstanding in sports and covers everything local from amateur to professional sports. Excellent working conditions and opportunity for future work in television; affiliated with daily newspaper. Station is top fulltime regional. Send full information, including salary, picture, date available, and off-air tape. Box 273E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Midwest kilowatt indie needs announcer for experienced and mature staff. Opportunity to work with local news if interested, however not required. $325 monthly start. Box 295E, B•T.

Newsman-announcer immediately for long established NBC small station in south. Gather, report local news. Some announcing and board work. Prefer settled family man of excellent habits for this permanent position. Write fully about yourself; your experience, education, earnings, business and character references, starting salary needs. Do not spare details. Also rush tape on everything you can do on air, plus small photo which will be returned. Box 313E, B•T.

Like Florida living? East coast station needs sports morning man combo by February 11. Send resume and picture. Snowbirds not wanted. Box 320E, B•T.

Glib DJ-wanted. $500 a month. Seek DJ with spectacular vernacular: Crosby-type banter and slang phrases. No rock 'n roll. Just pops and standards. Wanted by station in midwest. Box 345E, B•T.

Top pay for well qualified announcer personality on independent station in large southeastern market. Box 363E, B•T.

Leading eastern independent needs two announcers, mid-morning and evening. A minimum of three years experience. Send resume of experience, background and expected salary. Will contact you later if audition tape desired. Box 369E, B•T.

Wanted: Assistant chief engineer for am-fm-tv station offering good opportunities, permanent position and good salary. Box 381E, B•T.

California small market ABC station wants young announcer anxious to gain experience. Must have excellent voice, 1st class license, willingness and ability to learn sales, service and operations. Bob Ball, Station Manager, KCNO, Alturas, California.

Top pay for two top announcers with first class license. Send tape and letter to Bob Rohrs, KJAY, Topeka, Kansas.

KODY, North Platte, Nebraska, needs top announcer with first class license. Excellent salary. Emphasis on announcing. Progressive NBC outlet. Contact John Alexander.

Wanted by March first at small station, man who can do maintenance and is also a good announcer. Permanent position for dependable man in ideal climate. Good pay. Prefer man who has proved himself on first job and is now ready to advance. Jim Duncan, KSIL, Silver City, New Mexico.

Reward—$10—Information whereabouts Tom Haley, radio salesman, KPRK, Livingston, Montana.

Announcer wanted: A good pop DJ to work in 1000 watt station in the beautiful lake of the Ozarks, in Missouri—a daytime station—good working conditions—no drinking—will read some news. Write to KRMS, Osage Beach, Missouri. Send tape.

Announcer—excellent working conditions, good pay. Call or send tape to KROX, Crookston, Minn.

Top pay for combination, good engineer, excellent announcer. Permanent. Call Phares, collect, KUSN, St. Joseph, Missouri, 3-2577.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Announcer, disc jockey, thoroughly experienced. Contact WGSM, Huntington, Long Island, New York.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer who can do news-sports and DJ work, with emphasis on news. Good salary, congenial staff and 40 hour shift. If interested, send tape, picture, and resume. Ed Carrell, Manager, WGSV, Guntersville, Alabama.

Immediate opening for staff announcer and opportunity to become PD. WHMI, Howell, Michigan.

Immediate opening, excellent opportunity for reliable disc jockey, warm friendly personality. Ability to interview. Board work and knowledge of popular music required. Include tape, photo, background, references and approximately salary requirements with reply to WIBX, Utica, N. Y.

Radio announcer, WKDA, Nashville, Tennessee. Top Hooper in market. Need air salesman who knows how to follow orders and carry out station policy. Send tape and resume of experience to H. L. Glascock, WKDA, Nashville, Tennessee.

Wanted: We are expanded. Here is an opportunity for a good announcer-salesman in a clean wholesome atmosphere. We offer above average earnings to an experienced man. Minimum $100 per week. Contact W. H. Wren, WLSD, Big Stone Gap, Virginia.

Experienced announcer needed by live-wire kilowatt station. Must run own board, have regular staff ability. $75 week to start. Send tape, resume. WMBS, Uniontown, Pa.

Immediate opening WNIL, Niles, Michigan, for experienced announcer. 500 watt music and news, single station market, 15 to 20,000. Start $90. Personal interview required, contact Dick Holloway, Mutual 3-5432.

Florida Gulf Coast CBS affiliate has immediate opening for experienced DJ who knows music, strong on commercials. Mail audition tape and resume to WINK, Kenneth M. Parke, Fort Myers Broadcasting Company, Fort Myers, Florida.

Technical

Experienced engineer for position of chief engineer at modern, well equipped 250 watt fulltime independent station in Pa. Will have complete responsibility for purchasing, maintenance repairs and operation. Good working conditions, good pay. No air work required. Box 742C, B•T.

Future chief engineer (with first class ticket) who can write and air local news. $102.50 per week start. Midwest station. Box 274E, B•T.

Large group operation has immediate opening for chief engineer at 5kw am station in important midwestern city. Excellent working conditions, new RCA equipment. Must be cooperative, energetic, above average on maintenance, good character. Full information, photo, references, required salary with first letter. All replies confidential. Box 387E, B•T.

Wanted: Chief engineer for 250 watt west Texas station. Air work is not required. You will have complete responsbility of maintenance, repair and operation. Automobile essential. Contact Clint Formby, KPAN, Hereford, Texas.

Permanent position for 1st class licensed engineer, prefer man with ham ticket. Good insurance, company paid and vacation. WAIM-WCAC-WAIM-TV, Anderson, South Carolina.

Mature, responsible, experienced engineer-announcer for work at beautiful mountain fm transmitter. Single man. Car necessary. Starting pay $70.00 per week plus comfortable quarters and excellent meals. Responsible job with future. Send photo, references, full resume experience and interests. WMIT, Charlotte, N. C.

Programming-Production, Others

Newsman—gather, write, edit and broadcast local news. Handle tape recorder. Good pay. Profit sharing plan. WCOJ, Coatesville, Pa.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

WOKJ, Jackson, Miss.—KOKY, Little Rock, Ark. —Top rated negro stations have immediate openings for white program director/office manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Advance with a progressive organization. Send resume, photograph. Interview necessary. John M. McLendon, Box 2667, Jackson, Mississippi.

RADIO

Situations Wanted

Managerial

Presently employed station manager desires change. Can perform and train employees in every phase of radio operation, with emphasis on sales and economical operation. Family man. Box 359E, B•T.

Top quality manager-sales manager—experienced successful metropolitan network and independent stations. Efficient decisive executive. Fine personality, cultural background, likeable, respected in profession. Outstanding programming experience. Superb salesman-executive, can train and inspire others. Strong on promotion. Seeks challenging opportunity. Box 380E, B•T.

Economy minded manager with proven audience getting ideas. Ten years all phases radio/tv. Box 382E, B•T.

Salesmen

Announcer - salesman: Experienced, amiable, hard-working, desire permanency. All inquiries answered. Box 388E, B•T.

Announcers

Personality-DJ — strong commercial, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Will invest money—radio-tv station. Presently employed staff announcer, 5 years experience all phases—family—excellent references. Will locate anywhere U. S. . . . tape, personal interview. Box 237E, B•T.

Baseball, basketball, football, play - by - play sportscaster. Seven years experience. Box 246E, B•T.

Extremely sharp DJ—non-maintenance first phone, family man, university graduate. Don't write unless you: Want wit; top pay; return airtape; will wait out notice. Box 275E, B•T.

DJ-commercial announcer. Special events, sports, news background. Employed. Box 277E, B•T.

Conscientious worker, thoroughly experienced announced-copywriter, married, seeks permanent. Box 302E, B•T.

Announcer-DJ—present employment 9 years including AFRS work. Specialize in rhyming intro to rock 'n roll—pops music—knows thoroughly. Currently doing 4-hour disc show nightly. Top audience rating in area of 300,000. References. Box 344E, B•T.

Announcer—three years same station—desires change. Acquainted all phases of radio—strong on news—commercials. Not a drifter. Tape on request. Box 346E, B•T.

Experienced young announcer, broad background in radio, presently employed at top 250 watt station in midwest, desires good opportunity. Box 352E, B•T.

Versatile announcer—sports and news my specialty. 4 years experience. Veteran, college graduate, married. Prefer midwest. Box 353E, B•T.

Top sportscaster-staff announcer . . . 12 years experience, best references and tapes available. $90.00 plus talent. Write Box 355E, B•T.

Top DJ-news—excellent voice, smooth board. 6 years experience. 27, veteran, degree, married, employed—prefer southwest. $90.00 minimum. Box 357E, B•T.

Announcer, 26, married. Am-tv school graduate. Prefer southwest. Available immediately. Resume, tape. Box 360E, B•T.

Experienced announcer, news, sports. Good radio know-how. Family, prefer northeast. Box 372E, B•T.

Northeast only. Now program manager high-powered station top-ten market. 10 years disc-jockey. Must be good opportunity announcing and/or directing. Box 374E, B•T.

Sportscaster . . . 9 years experience, currently AA baseball city, station dropping sports. Want AA, AAA baseball coming season; football, basketball. Consider number 2 spot. Air-check tapes. Box 375, B•T.

Broadcasting school graduate, 27, desires part or full time job in or around Chicago. Hard worker. Will do misc. jobs to get experience. Box 377E, B•T.

Experienced radio announcer seeks move to television. Prefer am-tv staffed station. Please state salary. Box 378E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top radio announcer-MC . . . 11 years. Records . . . news . . . interviews . . . sports . . . special events. Available February 4. Best offer. Box 379E, B•T.

Attention midwest: Regional station sold, want change. Five years experience, with references from all employers. Have headed news, department. Familiar with indies and network operations. Veteran, with college. Box 383E, B•T.

Intelligent, accurate and congenial is the announcing placing this ad. Vet, strong on news, commercials, including play-by-play with professional baseball experience. For reliable chap contact . . . Box 384E, B•T.

Good announcer, available immediately. Ten years experience . . . sports, news. Authoritative, reliable, commercial—permanency prime requisite. Box 385E, B•T.

Staff announcer 3 years—experienced—veteran—age 28. Box 386E, B•T.

15 years experience all phases including tv. Specialty news. Married, family, minimum $125. Box 392E, B•T.

Disc jockey presently employed. Same station since 1951. It's time for a change. Good rating on metropolitan independent. Looking for afternoon or all night spot paying more than $150 per week now paid. Seven years radio-tv experience—former PD. Tape and particulars on request. Box 393E, B•T.

Staff announcer—schooled in radio and tv-college. Strong commercial delivery, news, DJ. Available immediately. Box 399E, B•T.

Directionals attention. Announcing school graduate with 1st phone, looking for first job. $75 minimum, no car. Berkshire 7-6721 after 6:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Technical

Engineer, needs $85 to $100 a week. Study C.R.E.I. Travel anywhere U. S. Willing to work for advancement. Box 349E, B•T.

Engineer, first phone. 2½ years experience electronic industry. Edit tape and maintenance. Will travel. Box 361E, B•T.

Recent 1st phone. Five years radio-tv and 2-way servicing experience. Age 25, married, good voice, sober, and responsible. Box 373E, B•T.

Programming-Production, Others

Good newsman, good at straight commercials, good copywriter; first ticket. Limited experience, but enough. Also thorough knowledge of classical music. Prefer midwest or big city elsewhere. 40 hour week only. Box 284E, B•T.

Top newscaster, editor, writer, analyst, wishes to relocate with top station or group with keen eye for top-rated commercial news presentations. Well known in high governmental and military circles. First class phone. Know all phases of staff work. Box 391E, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced news director, versatile DJ, mobile special events, continuity, play-by-play, etcetera. Excellent voice, creative, dependable. Desire major market permanency, only. Dick Landfield, 4740 Winthrop, Chicago, Illinois. Sunnyside 4-2820.

TELEVISION

Help Wanted

Technical

Engineer, first class license for network vhf affiliate. Studio and transmitter experience not necessary. Contact W. M. Greeley, KHOL-TV, Holdrege, Nebraska.

Wanted: Engineer with first phone license to work in tv. No experience necessary. Contact Chief Engineer, WINK-TV Ft. Myers, Florida.

Programming-Production, Others

Growing operation needs experienced tv continuity director. Send resume and copy samples to Program Director, WHTN-TV, Huntington, West Virginia.

Continuity writer; midwest television station. To fill position as assistant to copy chief. Tv experience is not necessary. Immediate opening. Write J. W. Kelin, WTVO, P. O. Box 470, Rockford, Illinois.

Situations Wanted

Managerial

Vhf general manager looking to relocate due to sale of station. Brought station from deep loss to profit within four months after arrival two years ago. 17 years in industry. Former part-owner and president of own tv station. Experienced all phases, including construction. Age 40, family man, college. Unqualified references from top names in industry and from former owners present station. Reply. Box 343E, B•T.

Need proven ability, experience, leadership; a man who's worked his way to operations manager? 6 years experience all phases tv. Have put two successful stations on air and built solid ratings. Strong on ideas, sales, work and ecenomy. Top air salesman. May I prove it to you, Box 347E, B•T.

Experienced tv sales manager that should meet all of your requirements is looking for better opportunities. Contact me right now at box number below. Box 364E, B•T.

Salesmen

Salesman: Missouri; Journalism-advertising-television degree; 25; veteran. Experienced in merchandising market-consumer research, promotion and sales, both newspaper and television. Prefer south or mid-south. Available immediately. Contact Mack Walter, Route 6, Columbia, Mo., Gibson 3-9975.

(*Continued on next page*)

FOR SALE—WEST COAST

Successful combination VHF Network Television Station and Radio Station located in small market on the West Coast. Reasonably priced—well under $1 Million. Excellent real estate and assets. Area has best climate on West Coast and is subject to growth. Purchaser will realize capital appreciation. Letters from curiosity seekers will not be answered. Only inquiries from reputable purchasers with substantial financial background who can fully identify themselves will be acknowledged. Send replies to

Box 305E, B•T

TELEVISION

Situations Wanted

Announcers

Now employed tv. 6 years tv, radio experience. Desire larger market. Box 278E, B•T.

Conscientious worker, thoroughly experienced announcer-copywriter, married, seeks permanent position. Box 302E, B•T.

Sports director: Top tv sportscaster in nation's fourth largest market. Experience professional baseball (PCL boxing, wrestling. All college sports. 12 years in radio-tv. Prefer west coast but will consider all top offers. Highest references. Present station going film. Box 362E, B•T.

Technical

Studio engineer—33—5 years experience, first phone, good references. Married, will travel. Looking for permanent situation. Box 235E, B•T.

First class phone licensee, tv studio training graduate, some college, young, vet, married. Lots of ambition and anxious for a good start in television. Box 350E, B•T.

Programming-Production, Others

Television-director-announcer, 6 years experience in eastern vhf station. Desires metropolitan area. Preferably eastern U. S. Excellent background and experience. Box 166E, B•T.

Promotion manager. Young man looking . . . permanent tv promotion spot in northeast. Television and newspaper experienced, 28, family. Box 208E, B•T.

Director, experienced. Can do own switching. Any growing market. For further information write Box 282E, B•T.

Producer-director with ratings and references proving ability to produce heavy sell audience appeal programs on modest budget wants aggressive tv in competitive market. Box 287E, B•T.

Young man, vet, college graduate, plenty of know-how, desires film directorship or job leading to it. Will travel after February 1st. Box 303E, B•T.

Experienced producer-director all phases television studio and remote. Box 356E, B•T.

Want production manager with over 3½ years experience in all phases of tv production? Seem to have name for keeping people happy. Box 365E, B•T.

Tv director—3½ years experience on production with top-flight station in large southern market. Director, switcher, camerman, film editor. Box 368E, B•T.

Former uhf's promotion director write, directed, promoted fifteen weekly telecasts. BS, references, seeks tv position with future. Now in radio. Box 371E, B•T.

Signing on the air . . . or want to hypo present news operation . . . tv-radio news director well qualified to organize news department . . . not one to sit back and give orders . . . but will work with staff . . . have undertaken all tasks involving news . . . and understand its problems . . . investigate now, while you have the opportunity. Box 394E, B•T.

FOR SALE

Stations

$5000 down—5 years on $35,000 balance. 1 kw daytimer—mid-south 2 station market 23,000. Responsible managers known as "good operators" here is your chance. Only those of excellent reputation need apply. Box 308E, B•T.

For sale: 250 watt in Central Texas. College town. Good gross and net. Box 340E, B•T.

Upper mid-south profitable small market station. $60,000. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Florida metropolitan market station modestly profitable, $240,000 total, 29% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing XA. Southwest VHF Television Station. Single-station market. $50,000 cash down. Written inquiries invited. Ralph Erwin. Broker. Tulsa.

Listing SD. Southwest AM station. Owner has reached age 60 and retiring. $25,000 cash down. Written inquiries invited. Ralph Erwin. Broker. Tulsa.

New England—single; $125,000; $35,000 down. Virginia—$250,000; gross $160,000; net $60,000; all cash. Middle Atlantic—$275,000; $75,000 down. Southern—$65,000; half cash; $500 week profit. Great Lakes—$100,000; gross $100,000; half cash. Vermont—single; $40,000; all cash. Write Haskell Bloomberg, Broker, Lowell, Massachusetts.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA TT-5A high band transmitter, factory converted to air cooling. Box 262E, B•T.

Microwave reflectors, 6 ft. by 8 ft. made by Tower Construction Company, new, in original crates. Make offer. Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

For sale: Two complete RCA 76-B audio consoles. One needs some work. $600.00 takes both, F.O.B. KGMS, Hotel Senator, Sacramento, Calif.

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

300' Blaw-Knox guyed tower, erected, easily accessible, lighting. Make offer. WCED, Du Bois, Pennsylvania.

FOR SALE

Equipment

Complete DuMont multiscanner including power supplies, projectors light source, etc. One DuMont stabilizing amplifier. 9 channel switcher, DuMont sync. generator. All equipment in excellent condition used approximately two years. Will make excellent price. Will accept cash time payment, station stock or will trade equipment. For further details, contact Harry Travis, WNEM-TV, Bay City, Michigan.

RCA Type WO-88A oscilloscope, new, $125.00. CONRAC CB-17-A picture monitor, new, $260.00. CONRAC AV-12-A tuner, new, $175.00. Raytheon 6115 and 6116 voltage regulators, $60.00 each. Bud 72" heavy duty relay rack, $30.00. 1—20' standard tv camera cable, $65.00. 1—4' radome, $50.00. Inter-State Communications Co., 845 Chicago Avenue, Evanston, Illinois.

For sale: RCA TG-1A sync generator TK-1-A monoscope camera TA-1A distribution amplifier, 480G Power in two racks. Also duplicate in Tel-Instrument. Accept reasonable offer either or both systems. Mautner Laboratories, 380 Oak Street, Copiague, Long Island, New York.

Sacrifice: W.E. 23-C console; G.R. 1181-A frequency monitor; G.R. 731-BS3 modulation monitor; Gates 27-C limiter-amplifier; two 33⅓—45 Rek-O-Cut turntables, with reproducers. Will sell separately, or for package price of $1,300.00. Write: Chief Engineer, Confederate Radio Company, Box 427, West Point, Georgia.

WANTED TO BUY

Stations

Wish to lease with option to buy or purchase on terms, medium market station. Will operate as resident, experienced, broadcaster. Box 351E, B•T.

Wanted second station. Low-cost lease-option in southeast, northeast. Details, asking price, first letter. All letters answered. Confidential. Box 354E, B•T.

Veteran radio men want to lease or purchase on terms am in South Dakota, Minnesota, Iowa or Nebraska. Box 358E, B•T.

Station wanted, small or medium market—New England, New York State, New Jersey—by individual. Box 395E, B•T.

Equipment

Need good used 5kw am transmitter. Will pay cash if the price is right. Send details immediately. Box 267E, B•T.

10 kw fm transmitter, coax and antenna. Give details on cost, terms, etc. Box 298E, B•T.

Want 3 or 5kw fm transmitter or 3 kw amplifier with power supply. Call Floyd Hall, KPOL, Los Angeles, Capitol 5-7011.

Wanted: One used 250-watt am transmitter. Send details and price to Arthur Hafer, WSBA, York, Pennsylvania.

Wanted to buy: 1 kw am transmitter, as auxiliary, for cash. State condition, price. Contact Martin, WTUX, Wilmington, Delaware.

I want to buy RCA, or Gates 1kw. Transmitter in good condition . . . please address to: Radio Station XEAW, Apdo 628, Monterrey, N. L., Mexico.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics. Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

WANTED
$10,000 REWARD

A SALARY UP TO $10,000 WILL BE AVAILABLE to the right man with the right ideas at the right time, plus executive ability, initiative, and experience to reorganize, revitalize, and deliver the goods as Director of Promotion-Publicity Department for top-rated pioneer TV-Radio operation noted for its performance both on-the-air and off. No one without experience and full qualifications need apply. No hurry; we want only the right man. Send fullest particulars to

Box 220E, B•T

RADIO

Help Wanted

Managerial

WANTED
—DEAD OR ALIVE—
Early Morning Personality

Country boy with country music for top metropolitan southeastern station. Must be colorful, corny, zany, and educated. Proven record of public service with community required. Other talents welcomed. Only applicants who enclosed tapes considered.

Box 389E, B•T

Salesmen

Radio Salesman

5kw leader in major inland market wants immediately two bright men who are rarin' to go with a real opportunity. Earnings $5500-8000 up to you. Advancement potential with a great outfit. Write or wire

Box 221E, B•T

OUTSTANDING SALES OPENING

Leading Eastern independent operating 24 hours per day, plans to add additional Account Executive to present staff. Fast growing market offers excellent drawing account against 15% commission. Members of present sales staff now earning better than $10,000 per year. Market has barely been tapped. Send resume to

Box 370E, B•T

SALESMEN—NOW

Leading radio-tv program producer-distributor has openings in expanding sales organization. Film, ET library, radio syndicated, station, representative or agency sales experience a must. Send complete information including snapshot.

Box 396E, B•T

NEED SALESMAN WITH MANAGEMENT POTENTIAL

Progressive VHF in group of three TV and 5 radio stations looking for young, aggressive, self-starting salesman for fast promotion. If you've the potential for management, and can back it up by proving your sales ability on our staff, we'll show you a good, solid future. Write full details to William D. Stiles, KLRJ-TV (NBC-ABC), Las Vegas, Nevada.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer

Power station in large market, Great Lakes area has excellent opening for high-grade staff man. State full details and tape first letter.

Box 398E, B•T

MIAMI-WINZ

50,000 watt Music-and-News independent

welcomes audition tapes from all top D.J.'s. Tape and all particulars should be forwarded to Rex Rand, President and General Manager.

Technical

GATES RADIO COMPANY

Has immediate openings for

Electronic & Mechanical Engineers

Enjoy the advantages of a small midwest city. Advancement. Complete employee benefits. Send details and photo to Personnel Director, Quincy, Illinois.

Programming-Production, Others

Man well known among radio and tv stations; free to travel; expenses paid; earnings unlimited. We are a promotional organization and well thought of.

Box 285E, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

PROGRAM DIRECTOR

50KW in major N. Y. State market needs PD who knows programming, can develop ideas, has executive ability, understands staff and community relations. Promotion know-how helpful. Resume and photo to

Box 376E, B•T

Situations Wanted

Managerial

-Managerial-

Manager-Salesman who writes, produces and sells modern gimmick commercials including musical jingles! Wants position as General Manager, Commercial Manager, Program Director and Head Salesman with immediate investment or option to buy all or part of station. Long successful record of sales and station revitalization. Want greater opportunity in Southwest or California. All replies confidential. Box 323E, B•T.

Programming-Production, Others

RADIO-TV NEWS

Successful, well-known News Director available soon for radio and/or TV news operation. Recently with one of the country's most successful independent chains setting up mobile news unit operations in several major markets, can shoot and edit film, have fed both radio and TV network news, can promote news coverage. Very best references. Available shortly to either single station or group desiring a $succe$$-ful news operation.

Box 348E, B•T

TELEVISION

Help Wanted

Programming-Production, Others

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Opportunity

Station expansion demands more first class personnel. Wanted immediately:

Continuity Director

Announcer

Director-Announcer

Salary open all positions.
Write, wire or phone

Tom Matthews
WNEM-TV
Bay City, Michigan

Situations Wanted

Programming-Production, Others

PROGRAM DIRECTOR

Broad range of technical and administrative skills in live and filmed production, office management and personnel.

Box 390E, B•T

FOR SALE

Equipment

FOR SALE

425 foot guyed Stainless Tower non-insulated type G5 designed for 125 mph wind load. Perfect condition. Complete with guys and lighting. Dismantled $5,000.00 F.O.B. our site. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Florida.

EMPLOYMENT SERVICES

FACTS ABOUT PEOPLE AND JOBS!

For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.
For best service, please be as complete as possible in your first letter or telegram.

Palmer De Meyer, Inc. Agency
50 East 42nd Street
New York 17, New York

Paul Baron, Director Radio-TV-Flm-Adv.
MU-2-3900

No advance registration fees.
Resumes invited from qualified people.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

***Or job.**

FOR THE RECORD

Continues from page 104

petition and supplement filed by **Tri-Cities Television Corp.**, Bristol, for reconsideration of Commission's April 11, 1956, decision granting application of **Appalachian Broadcasting Corp.** for new tv on ch. 5 in Bristol, and denying competing application of Tri-Cities and (2) dismissed joint petition of **City of Kingsport, Tenn.**, and **Kingsport Chamber of Commerce** and pleadings of Tri-Cities termed "Second" and "Third" supplements to petition for rehearing. Announced Jan. 18.

INITIAL DECISIONS

Groton, Conn.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of **Lawrence A. Reilly** and **James L. Spates** for new am on 980 kc, 1 kw D, and denial of application of **Thames Bcstg Corp.** for new am station on 980 kc, 500 w D, in Bridgehampton, N. Y. Announced Jan. 23.

Grand Prairie, Tex.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of **Grand Prairie Broadcasting Co.** for new am on 730 kc, 500 w DA-D, in Grand Prairie, and denying competing applications of **Bernice Schwartz and R. M. Hetherington, d/b as Grand Prairie Bcstg. Co.**, Grand Prairie, and **Radio Center, Inc.** (250 w), in Arlington, Tex. Announced Jan. 22.

OTHER ACTIONS

WJRT (TV) Flint, Mich.—FCC by memorandum opinion and order of Jan. 23 granted alternative request of **WKNX-TV Saginaw, Mich.**, for deferral of further action in protest proceeding on application of ch. 12 WJRT for mod. of cp to move trans. site from point about 20 mi. southeast of Flint (Clarkston) to point about 23 mi. northwest of Flint (Chesaning), make ant. change and change studio location in Flint; and denied WJRT's petition for immediate final decision. By separate memorandum opinion and order of same date, Commission denied (1) Lake Huron's petition to consolidate Flint ch. 12 comparative proceeding with protest proceeding above, (2) Lake Huron's petition to enlarge and clarify issues in comparative proceeding, and (3) joint petition of **Trebit Corp.** and **W. S. Butterfield Theatres Inc.**, to vacate modification of WJRT's cp and for other relief. Comrs. Mack and Craven abstained from voting. Announced Jan. 23.

Routine Roundup . . .

January 17 Decisions

BROADCAST ACTIONS

By the Commission

WPNX Phenix City, Ala.-Columbus, Ga.—Granted change operation on 1460 kc from 1 kw, DA-N, unl., to 1 kw, 5 kw-LS, DA-N, unl.

WLAF La Follette, Tenn.—Granted increase power from 100 w to 250 w, continuing operation on 1450 kc, unl., program tests not to be authorized until **WCRK Morrisown, Tenn.**, has begun program tests on some frequency other than 1450 kc and license will not be issued until WCRK has been licensed on some frequency other than 1450 kc.

WNAB Bridgeport, Conn.—Designated for hearing application to change facilities (1450 kc, 250 w unl.) by moving trans.-ant. location approximately three and one-half miles and increasing overall tower height to 344 ft. with resultant estimated ant. efficiency of 119 mv/m; made **WKIP Poughkeepsie, N. Y.**, party to proceeding.

Clark County Bcstg. Co., Northside Bcstg. Co., Jeffersonville, Ind.—Designated for consolidated hearing applications for new am stations to operate on 1450 kc, 250 w, unl.; made **WTCO Campbellsville, Ky.**; **WMOH Hamilton, Ohio**, and **WOCH North Vernon, Ind.**, parties to proceeding.

Cicero P. Yow; WKLM Wilmington, N. C.—Designated for consolidated hearing applications of Mr. Yow for new am on 980 kc, 1 kw, D, and WKLM to change operation from 790 kc, 500 w D, to 980 kc, 5 kw D, made **WDVH Gainesville, Fla.**, party to proceeding.

Bastrop Broadcasting Co., Bastrop, La.; Richland Broadcasting Co., Rayville, La.—Designated for consolidated hearing applications for new am on 990 kc, 250 w D.

Craig Siegfried, Falls City, Neb.—Designated for hearing application for new am on 1230 kc, 100 w, made **KFOR Lincoln, Neb.** and **WREN, Topeka, Kan.**, parties to proceeding.

KBHM Branson, Mo.—Designated for hearing application to increase power from 250 w to 1 kw, operating on 1220 kc D; made **KOFO Ottawa, Kan.**, party to proceeding; in event of grant, program tests not to be authorized until **KHOZ Harrison, Ark.**, has begun program tests on frequency other than 1240 kc, and license will not be issued until KHOZ has been licensed on frequency other than 1240 kc.

WKLK Cloquet, Minn.—Is being advised that, unless information requested May 4 in connection with application for renewal of license is not submitted within 10 days, application will be dismissed and authority to continue operation will terminate.

Following stations were granted renewal of licenses: **KDAY Santa Monica, KFXM San Bernardino, KGB San Diego, KIST Santa Barbara, KPAS Banning, KYMC Marysville, KSRO Santa Rosa, all Calif.; KAST Astoria, Ore.; KBAM Longview, Wash.; KBCH Oceanlake, Ore.; KBKR Baker, Ore.; KBND Bend Ore.; KVCL Colville, Wash.; KEX Portland, Ore.; KFLW Klamath Falls, Ore.; KGU Honolulu, Hawaii; KGW Portland, Ore.; KGY Olympia, KHQ Spokane, KING Seattle, KIRO Seattle, KJR Seattle, all Wash.; KLAM Cordova, Alaska; KLBM La-Grande, Ore.; KMED Medford, Ore.; KMVI Wailuku, Hawaii; KNPT Newport, Ore.; KODL The Dalles, Ore.; KOFE Pullman, KOMO Seattle, KOMW Omak, KONP Port Angeles, KPKW Pasco all Wash.; KPLK Dallas, Ore.; KRCO Prineville, Ore.; KREW Sunnyside, Wash.; KRKO Everett, Wash.; KRWC Forest Grove, Ore.; KRXL Roseburg, Ore.; KSEM Moses Lake, Wash.; KSPO Spokane, Wash.; KSRV Ontario, Ore.; KTNT Tacoma, Wash.; KUBE Pendleton, Ore.; KUIN Grants Pass, Ore.; KUJ Walla Walla, Wash.; KVAN Vancouver, Wash.; KVAS Astoria, Ore.; KVI Seattle, Wash.; KWSC Pullman, Wash.; KXL Portland, Ore.; KZUN Opportunity, Wash.; KVAL-TV Eugene, Ore.; KXLY-TV Spokane, Wash.; KABI Ketchikan, Alaska; KAPA Raymond, Wash.; KBOY Medford, Ore.; KBPS Portland, Ore.; KBRC Mt. Vernon, Wash.; KCOV Corvallis, Ore.; KEED Springfield, Ore.; KENE Toppenish, Wash.; KENI Anchorage, Alaska; KFAR Fairbanks, Alaska; KFJI Klamath Falls, Ore.; KFQD Anchorage, Alaska; KGMB Honolulu, Hawaii; KHBC Hilo, Hawaii; KIMA Yakima, Wash.; KIT Yakima, Wash.; KITI Chehalis-Centralia, Wash.; KLAD Klamath Falls, Ore.; KLAN Renton, Wash.; KOHU Hermiston, Ore.; KOIN Portland, Ore.; KOOS Coos Bay, Ore.; KPUG Bellingham, Wash.; KSLM Salem, Ore.; KTOH Lihue, Hawaii; KUAM Agana, Guam; KWIN Ashland, Ore.; KWJJ Portland, Ore.; KWLK Longview, Wash.; KWNW Wenatchee, Wash.; KWRC Pendleton, Ore.; KXA Seattle, Wash.; KXRO Aberdeen, Wash.; KJNO Juneau, Alaska; KGPO Grants Pass, Ore.; KING-FM Scattle, Wash., SCA; KIRO-FM Seattle, Wash.; KOIN-FM Portland, Ore.; KPFM Portland, Ore.; KTNT-FM Tacoma, Wash.; KCPS Tacoma, Wash.; KRVM Eugene, Ore.; KUOH Honolulu, Hawaii; KUOW Seattle, Wash.; KVOK Honolulu, Hawaii; KWAK Eugene, Ore.; KHQ-TV Spokane, Wash.; KING-TV Seattle, Wash.; KOIN-TV Portland, Ore.; KOMO-TV Seattle, Wash.; KTNT Tacoma, Wash.; KULA-TV Honolulu, Hawaii.**

January 17 Applications

RENEWAL OF LICENSE

WDRC Hartford; WLAD Danbury; WTIC Hartford; WNLC New London; all **Conn.; WCSH Portland, Me.; WBRK Pittsfield, Mass.; WKNE Keene, N. H.; WJAR Providence; WPRO Providence; WWRI West Warwick,** all **R. I.**

REMOTE CONTROL

WARE Ware, Mass.

January 18 Decisions

ACTIONS ON MOTIONS

By Chmn. George C. McConnaughey

Biloxi, Miss.—By orders, granted motions to correct transcript of oral argument in ch. 13 proceeding, Biloxi. **(Radio Associates Inc.** and **WLOX Biloxi.)** Action Jan. 14.

By Chief Hearing Examiner James D. Cunningham

Abilene, Fredericksburg, Tex.—Ordered that hearing is scheduled to commence March 18 re am applications of **Bill Mathis,** Abilene, and **KNAF Fredericksburg.** Action Jan. 14.

Charles W. Dowdy, Tifton, Ga.—Granted petition requesting acceptance of his appearance filed late re his am application and that of **Thomas D. Pickard, Ashburg, Ga.** Action Jan. 15.

WCOC-TV Pachuta, Miss.; Laurel Television Co., Laurel, Miss.—Granted WCOC-TV petition for dismissal without prejudice of application for mod. of cp and retained in hearing status Laurel's application for cp for new tv on ch. 7, Laurel. Action Jan. 16.

By Hearing Examiner Basil P. Cooper

Meridian, Miss.—Ordered that prehearing conference will be held Jan 22 in proceeding on am applications of **WTOK Meridian,** *et al.* Action Jan. 14.

Port Arthur College, Port Arthur, Texas—Granted petition for leave to amend its application for cp for television station to operate on ch. 4 to reflect terms of agreement of option entered into by it and **Jefferson Amusement Co.** and to make certain changes in technical and financial proposals of Port Arthur College. Action Jan. 16.

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for extension of time from Jan. 15 to Jan. 30 for filing proposed findings of fact and conclusions in matter of applications of Ohio Valley Broadcasting Corp. for new tv station (ch. 12 **WBLK-TV Clarksburg, W. Va.**) and for transfer of control

from **News Pub. Co.** to **WSTV Inc.** Action Jan. 14.

January 18 Applications

ACCEPTED FOR FILING

Modification of Cp

WTOC-TV Savannah, Ga.—Seeks mod. of cp to extend completion date to 8-16-57.

WRLP (TV) Greenfield, Mass.—Seeks mod. of cp to extend completion date to 5-1-57.

WKAR-TV East Lansing, Mich.—Seeks mod. of cp to extend completion date to 8-15-57.

KWK-TV St. Louis, Mo.—Seeks mod. of cp to extend completion date to 8-13-57.

WARM-TV Scranton, Pa.—Seeks mod. of cp to extend completion date.

License to Cover Cp

T.V. Inc., Cortez, Colo.—Seeks license to cover cp which authorized new tv translator station.

RENEWAL OF LICENSE

WADS Ansonia, Conn.; WRIB Providence, R. I.

January 23 Decisions

BROADCAST ACTIONS

By the Commission

John S. Chavez, Raul G. Amaya, Guadalupe Caballero, Salvadore Villareal and Gabriel S. Chavez, Ysleta, Tex.; Robert L. Howsam, El Paso, Tex.—Designated for consolidated hearing applications for new am on 1150 kc, 1 kw D.

Independent Broadcasters, Redding, Calif.; Placer Broadcasters, Golden State Broadcasters, Auburn, Calif.—Designated for consolidated hearing applications for new am. Independent seeks 950 kc, 1 kw D; Placer 950 kc, 500 w DA-D, and Golden State 930 kc, 500 w, D. Stations **KIX** and **KROW, Oakland; KFRE, Fresno,** and **KOLO Reno, Nev.,** made parties to proceeding.

Jane A. Roberts, Bothell, Wash.; Bellevue Broadcasters, Bellevue, Wash.—Designated for consolidated hearing applications for new am on 1330 kc, 1 kw DA-D; made **KAGT Anacortes, Wash.,** party to proceeding.

WBBR Brooklyn, N. Y.—FCC by order denied request of **WEVD New York, N. Y.,** for interim stay of Dec. 12 grant of assignment of license of WBBR from **Watchtower Bible & Tract Society of New York, Inc.,** to **Tele-Broadcasters of New York Inc.** pending action on WEVD protest and petition for reconsideration.

Following stations were granted renewal of license:

KBRO Bremerton, Wash.; KCLX Colfax, Wash.; KGDN Edmonds, Wash.; KIHR Hood River, Ore.; KLOG Kelso, Wash.; KOAC Corvallis, Ore.; KRIV Camas, Wash.; KRTV Hillsboro, Ore.; KUGN, KUGN-FM Eugene, Ore.; KULA Honolulu, Hawaii; KULE Ephrata, Wash.; KWIE Kennewick, Wash.; KWIL Albany, Ore.; KXLE Ellensburg, Wash.; KYES Roseburg, Ore.; KYJC Medford, Ore.; KEX-FM Portland, Ore.; KLOR (TV) Portland, Ore.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of January 18

KNTV (TV) San Jose, Calif.—Granted license for tv station (ch. 11) and change studio location.

WGGG Gainesville, Fla.—Granted cp to make changes in ant. system.

WSM-TV Nashville, Tenn.—Granted mod. of cp to make changes in trans., install new ant. system and make other equipment changes; ERP vis. 97.7 kw, aur. 50 kw.

Following stations were granted authority to operate trans. by remote control: **WEW St. Louis, Mo.; WSOY Decatur, Ill.; KAGE Winona, Minn.**

WPAB Ponce, P. R.—Granted extension of completion date to 3-18-57.

KAMD Camden, Ark.—Granted mod. of cp to change type trans.; conditions.

KLUK Evanston, Wyo.—Granted permission for 90-day waiver of Sec. 3.71 of rules, effective Feb. 1, 1957, for economic reasons. (Will continue nighttime operation for public interest, convenience and necessity).

Actions of January 17

Columbia Bcstg. System Inc., New York, N. Y.—Granted extension of permit to deliver tv programs broadcast in U. S. over stations owned by CBS to stations **CBFT (TV) Montreal, CKLW-TV Windsor, Ontario,** and **CBLT (TV) Toronto,** for period Feb. 1, 1957, to Feb. 1, 1958.

KBVM Lancaster, Calif.—Granted license for new am.

WIVV Vieques, Puerto Rico—Granted license for new am and specify type trans.

WAAT Newark, N. J.—Granted license covering changes in nighttime directional ant. pattern.

KARK-TV Little Rock, Ark.—Granted mod. of cp to make minor equipment changes.

WIOD Sanford, Fla.—Granted mod. of cp to move ant. trans. location and make changes in ground system.

WDAT South Daytona, Fla.—Granted mod. of cp to move antenna location.

WTRO Dyersburg, Tenn.—Granted mod. of cp to move ant.-trans. location, change studio location and operate trans. by remote control; conditions.

Following were granted extensions of completion dates as shown: **KGMS-FM Sacramento,** Calif., to 7-16-57; **KCHJ Delano, Calif.,** to 2-1-57.

Actions of January 16

KDBM Dillon, Mont.—Granted license for new am and specify type of transmitter.

WRAJ Anna, Ill.—Granted license for new am and specify type of transmitter.

KFOR Lincoln, Nebr.—Granted licenses covering change ant.-trans. location and make changes in ground system, installation of new alternate main trans. and operate trans. by remote control.

WONY Owego, N. Y.—Granted mod. of cp to change type trans.

WHOL Allentown, Pa.—Granted mod. of cp to change type trans.; conditions.

WBLA Elizabethtown, N. C.—Granted permission to sign-off at 8 p.m. each evening through March 15, 1957.

WONY Owego, N. Y.—Granted extension of completion date to 5-16-57.

WHOL Allentown, Pa.—Granted extension of completion date to 4-9-57; conditions.

WARE Ware, Mass.—Granted authority to operate trans. by remote control.

Actions of January 15

WITV Fort Lauderdale, Fla.—Granted license for new tv (ch. 17).

KOOL-TV Phoenix, Ariz.—Granted license for new tv (ch. 10) and specify studio location.

KOA-TV Denver, Colo.—Granted license for new tv (ch. 4); ERP vis. 100 kw, aur. 50 kw.

KSLA-TV Shreveport, La.—Granted license for new tv and specify temporary studio location (ch. 12).

KDAL-TV Duluth, Minn.—Granted license for new tv (ch. 3).

KUTV (TV) Salt Lake City, Utah—Granted license for new tv (ch. 2); ERP vis. 45.7 kw, aur. 24.5 kw.

WKBX Corinth, Miss.—Granted license for new am.

KDKA-TV Pittsburgh, Pa.—Granted license covering change facilities of tv.

KFDX-TV Wichita Falls, Tex.—Granted license covering change facilities of tv (ch. 3); ERP visual 100 kw, aur. 56.2 kw.

KGUL-TV Galveston, Tex.—Granted license covering change facilities of tv.

WBKB (TV) Chicago, Ill.—Granted license covering auxiliary transmitters located at main trans. site; and ant. system in connection with existing auxiliary antenna facilities.

WGBA Columbus, Ga.—Granted license covering installation of old main trans. as an auxiliary trans. at main tran. site and operate trans. by remote control.

WYSR Franklin, Va.—Granted license covering change frequency, increase power and change type trans.

KGUL-TV Galveston, Tex.—Granted license covering installation of auxiliary trans. and ant. system.

WHMI Howell, Mich.—Granted mod. of cp to change type trans. change studio location, operate trans. by remote control and make changes in ant. system.

KIRT Mission, Tex.—Granted mod. of cp to change type trans. make changes in ant. system, change studio location and operate trans. by remote control.

WIBA-FM Madison, Wis.—Granted request to cancel license; call letters deleted.

WARD-TV Johnstown, Pa.—Granted extension of completion date to 7-15.

WNMP Evanston, Ill.—Granted extension of completion date to 4-23.

Actions of January 14

WIAN Indianapolis, Ind.—Granted cp to change ant. system; ERP 890 watts.

WGRY Gary, Ind.—Granted authority to operate trans. by remote control.

January 23 Applications

ACCEPTED FOR FILING

Modification of Cp

KIEM Eureka, Calif.—Seeks mod. of cp (which authorized change frequency, power and change from DA-1 to DA-2) to extend completion date.

WCAR Detroit, Mich.—Seeks mod. of cp (which authorized change power and hours, install new trans. and DA-2 and change trans. and studio location) to extend completion date.

WHME (FM) Toledo, Ohio—Seeks mod. of cp (which authorized new fm) to extend completion date.

WIPR-TV San Juan, P. R.—Seeks mod. of cp to extend completion date to 4-30-57.

License to Cover Cp

WBNY-FM Buffalo, N. Y.—Seeks license to cover cp which authorized changes in licensed station.

KQIK Lakeview, Ore.—Seeks license to cover cp which authorized new am.

WDMJ-TV Marquette, Mich.—Seeks license to cover cp which authorized new tv and specify studio location as 249 W. Washington St., Marquette.

KMSO-TV Missoula, Mont.—Seeks license to cover cp which authorized new tv and specify studio location as 340 W. Main St., Missoula.

REMOTE CONTROL

WSOY Decatur, Ill.; KAGE Winona, Minn.; WEW St. Louis, Mo.

RENEWAL OF LICENSE

WICH Norwich, WTOR Torrington, both **Conn.; WKTQ South Paris, Me.; WVDA Boston, WKOX Framingham, WTAG Worcester,** all **Mass.; KRNR Roseburg, Ore.; WLAD-FM Danbury, WTIC-FM Hartford,** both **Conn.; WLLH-FM Lowell, WMAS-FM Springfield,** both **Mass.; WPJB-FM Providence, R. I.; WLCR Torrington, WBRY Waterbury,** both **Conn.; WBMS Boston, WBZ Boston, WHAI Greenfield, WHYN Springfield,** all **Mass.; WICE Providence, WERI Westerly,** both **R. I.**

UPCOMING

January

Jan. 30-31: 14th annual convention, National Religious Broadcasters Inc., Washington, D. C.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 8: Annual radio-tv news short course, School of Journalism, U. of Minnesota, Minneapolis.

Feb. 14: ANA Radio & Television Advertising Workshop, Plaza Hotel, New York.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel, Boston.

Feb. 21-22: Second annual conference, state association presidents, Mayflower Hotel, Washington, D. C.

Feb. 22: Annual awards dinner, Voice of Democracy, Washington, D. C.

March

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

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ABC: On The Move

IT MAY NOW be predicted with certainty that ABC is moving toward real competition with CBS and NBC.

There are two main developments which make this possible.

First, the settlement of contested vhf cases before the FCC will soon open several key markets for primary ABC affiliation.

Second, ABC's parent, American Broadcasting-Paramount Theatres, is making substantial money available to the network.

The second development could not proceed without assurance of the first. The forthcoming vhf grants in Boston, St. Louis and Miami, to name three conspicuous problems of clearance that have hamstrung ABC in the past, should measurably improve the station lineups that the network can offer advertisers. Still other three-vhf markets also are up for early FCC action.

For the foreseeable future, however, there will be some major markets where three competitive facilities do not exist. In those cases, ABC has realistically decided to buy its way in. It is in such instances that the availablity of capital becomes important, for ABC will have to offer stations higher compensation than that obtainable from CBS or NBC if it is to gain primary affiliations.

The acquisition of station clearances is half the problem of selling advertising on a television network. The other half is the building of programs. In this respect, too, it will be to ABC's marked advantage that money is being made available. In the development of program properties, ABC is beginning to make substantial progress. Indeed the network promises to become within the next year the repository of a good share of the most valuable talent in television.

The promising outlook for ABC is, of course, cheering to ABC stockholders and stations. But it is also of importance to the entire television business.

If television is to expand healthily, it must be stimulated by more vigorous competition than that which can be supplied by two networks, no matter how energetically the two vie with each other. The emergence of a strong third network will enlarge the pool of network programming and network business—to the inevitable betterment of television and its program product. It also will lead to the possibility for creation of a fourth network, whether live or film.

The invigoration of ABC will cause the invigoration of ABC affiliates. As more stations become more successful, the opportunity for new stations expands accordingly. There is obviously an economic limit to the number of stations and networks the U. S. advertising capacity can support, but that limit is far beyond the present boundaries of the television system.

No, Thank You

A BILL (H. R. 3424) that will bear watching was dumped into the hopper last week by Rep. Younger (R-Calif.). It would create a new executive Department of Transportation and Communications to be presided over by a secretary of cabinet rank. Into this department would be transferred the FCC, Civil Aeronautics Authority, Civil Aeronautics Board, Interstate Commerce Commission, National Advisory Committee for Aeronautics, Federal Maritime Board, Maritime Administration and St. Lawrence Seaway Development Corp.

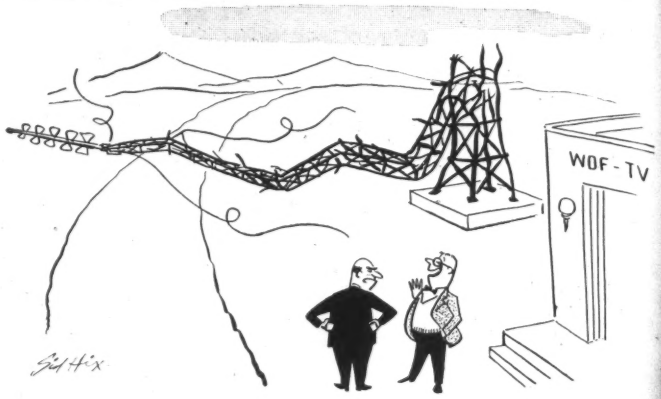
It might sound impressive to have communications represented by a member of the cabinet. Such a development, in our opinion, would be fraught with danger. With the exception of the FCC, all of the agencies that would be fused in the proposed department are in the public utility-common carrier field, subject to rate-fixing and regulation. Common carriers and broadcasting do not mix. Broadcast services are not subject to rate regulation, although oblique efforts have been made over the years to give them that status.

The idea of such a department is not new. Secretary of Commerce Herbert Hoover, who once had the licensing control of "wireless" in his department, said, upon formation of the Federal Radio Commission in 1927 (then as a temporary agency) that radio was too important to turn over to one-man control. That was when there was only a handful of stations on the air, but even then Mr. Hoover recognized the "public opinion" aspects of broadcasting, which separated it from the common carrier-utility pursuits.

Independent agencies, such as the FCC, are responsible to Congress, as the coordinate legislative branch, rather than to the President, who heads the executive branch. The functions of the FCC are legislative in character, being an extension of the Congressional authority. Repeatedly members of both houses of Congress have criticized usurpation by the executive branch of the functions of such "creatures" of Congress.

If a department such as Rep. Younger proposes were to be created, it obviously would have the common carrier approach, since preponderantly its duties would be in transportation—by land, sea and air. Communications would be secondary, and broadcasting, which is only a small part of communications, would necessarily be reduced to a waif among rate-regulated heavy industries.

We doubt whether Congress will give serious thought to this revolutionary proposal. If, perchance, a committee should hold hearings, all broadcasters should muster forces in opposition.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Well, boss, I sure forecast that gale right on the button."

Bucking For The Buck

TO JUDGE by speeches at last week's Newspaper Advertising Executives Assn. convention, radio and television, especially television, have been made the principal targets for a newspaper selling campaign.

Newspapers, in short, are out to get a bigger piece of the advertising dollar. They hope to get it by whittling down the pieces that the broadcast media have been getting—not by trying to expand the total dollar.

In these circumstances, radio and television are fortunate to be equipped with two vigorous selling organizations—Radio Advertising Bureau and Television Bureau of Advertising. To meet the intensified newspaper campaign, the air media will need to provide their central sales organizations with whole-hearted support and to reinforce the individual sales staffs of stations and networks.

If newspapers succeed in diverting business from radio and television, it will be because radio and television selling efforts failed. On the basis of advertising performance, radio and tv should gain, not lose, in advertising revenue.

Inauguration Tv

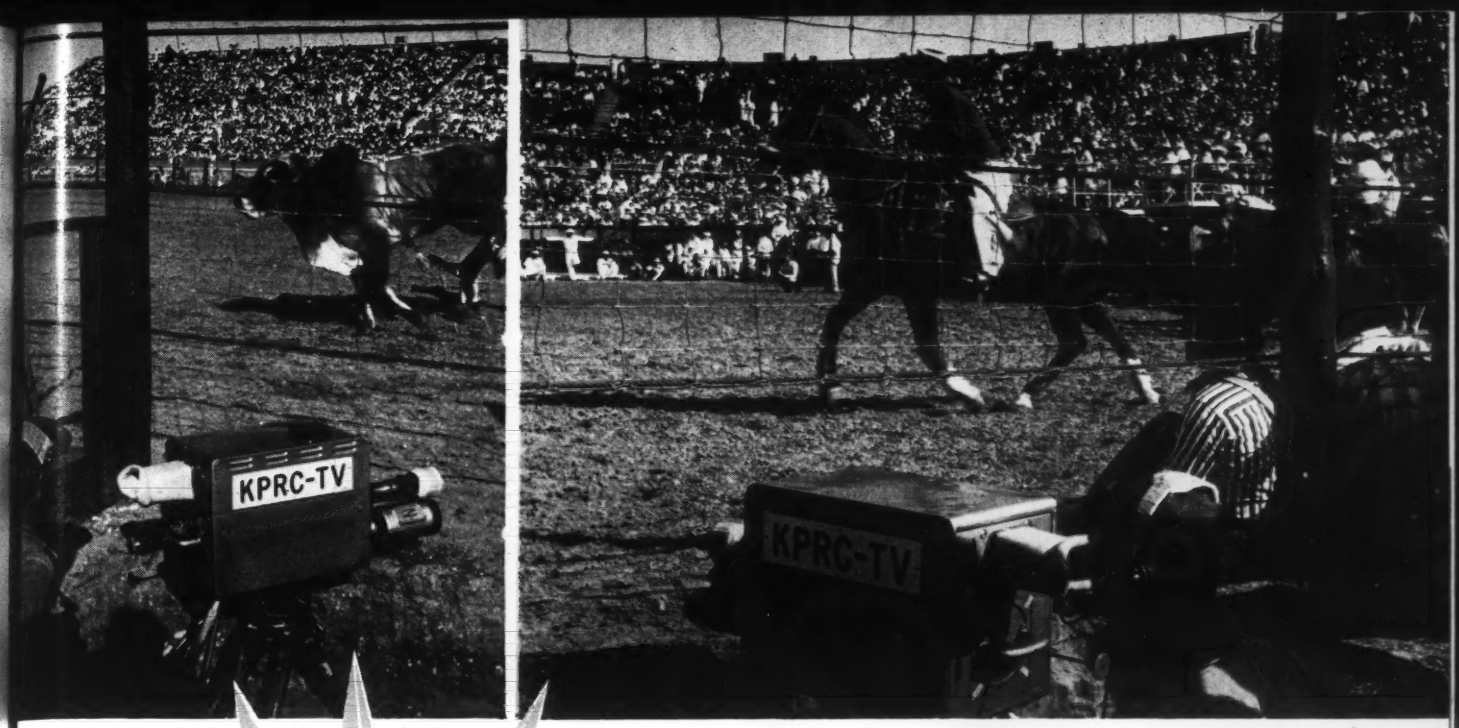
WHAT television so far lacks in ability to cover the fast-breaking news story, it more than compensates for in its unmatchable talent for covering the pre-arranged event.

The latest example of outstanding special event coverage was, of course, last Monday's inaugural ceremonies. As both a technical and journalistic exercise, it was a television triumph.

Yet we could not suppress the wish that television in color had been on the job. A parade in black and white is at best an improvisation.

The President who takes the oath in 1961 will do so in nationally-transmitted color, and the Marine Band marching down Pennsylvania Avenue will be dressed in red and blue.

Meanwhile, let us content ourselves with the knowledge that the $600,000 spent by the networks to telecast Inaugural Day in 1957 brought more than that value of information and entertainment to the viewing public.



TEXAS PRISON RODEO

The pageantry and excitement of the annual prison rodeo at Huntsville, Texas, was viewed by the nation on "Wide Wide World" via the staff and through the facilities of KPRC-TV Houston. Chosen time and again for network pick-ups of Southwestern events, KPRC-TV, with 8 years of operating experience, furnishes a complete, highly flexible production and engineering facility. You can pave the way to greater sales in the Houston Gulf Coast area for your clients by using KPRC-TV... the most potent advertising force in the Houston market!

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